

Job Title: Program Director

Organization: St. Gabriel Communications (operating Iowa Catholic Radio Network)

Location: Des Moines, Iowa (On-Site)

Employment Status: Full-Time

FLSA Status: Exempt

Exemption Classification Basis: Executive and/or Administrative Exemption

Reports To: Executive Director

Supervisory Responsibilities: Yes — programming staff, on-air talent, producers, board operators, and volunteers

Compensation Structure: Salary + benefits

Position Summary

The Program Director is responsible for the strategic leadership, development, execution, and evaluation of all broadcast and digital programming for Iowa Catholic Radio Network. The role exercises independent judgment and discretion in planning programming strategy, supervising staff, approving content, and ensuring regulatory compliance.

This position ensures all programming reflects Catholic teaching, fulfills the apostolic mission of evangelization, complies with FCC regulations, and supports audience growth and organizational sustainability. The Program Director serves as a member of the leadership team and contributes to strategic planning, brand development, and fundraising effectiveness.

ESSENTIAL FUNCTIONS

The following duties are considered essential job functions under the Americans with Disabilities Act (ADA):

1. Programming Strategy & Content Leadership

- Develop and implement short- and long-term programming strategies aligned with organizational mission and growth objectives.
- Design, manage, and maintain daily broadcast schedules across all stations, streams, and digital platforms.

- Evaluate, select, and negotiate syndicated programming agreements.
- Oversee development and production of local shows, podcasts, and special programming initiatives.
- Ensure programming reflects liturgical seasons and maintains Catholic doctrinal integrity.
- Exercise independent editorial judgment regarding content, scheduling, and programming direction.

2. Staff Leadership & Supervision

- Supervise programming personnel including hosts, producers, operators, and contributors.
- Recruit, train, coach, evaluate, and discipline staff and volunteers in accordance with organizational policies.
- Conduct performance reviews and develop professional growth plans.
- Schedule personnel and ensure operational coverage for all programming activities.
- Promote a collaborative, mission-centered team culture.

3. Compliance & Broadcast Standards

- Ensure programming complies with FCC regulations and non-commercial broadcast standards.
- Maintain required logs, contest documentation, and compliance records.
- Review scripts, promotions, and content for regulatory and mission alignment.
- Coordinate with Engineering staff to ensure broadcast continuity and technical integrity.
- Escalate compliance risks or violations to executive leadership.

4. Fundraising & Revenue Support

- Plan and execute semi-annual pledge drives in collaboration with Development and Marketing teams.
- Provide on-air leadership during fundraising campaigns and special events.
- Support donor engagement initiatives and promotional broadcasts.
- Assist leadership with programming strategies that enhance listener support and revenue growth.

5. Analytics, Growth & Performance Optimization

- Monitor ratings, streaming analytics, podcast metrics, and audience engagement indicators.
- Analyze performance trends and adjust programming strategies accordingly.
- Prepare reports and strategic recommendations for leadership.
- Identify opportunities for audience growth, content innovation, and market expansion.

6. Organizational Leadership & Representation

- Participate in leadership planning, budgeting, and strategic initiatives.
- Support network expansion efforts, affiliate relations, and market growth strategy.
- Represent the organization at public events, industry functions, and partner meetings.
- Serve as a public-facing ambassador of the organization's mission and brand.

NON-ESSENTIAL / MARGINAL FUNCTIONS

- Assist with special programming projects or events.
- Participate in training, conferences, and professional development activities.
- Perform additional duties as assigned by leadership consistent with role scope.

KEY PERFORMANCE INDICATORS (KPIs)

- Performance will be evaluated based on:
- Programming Performance Metrics
- Audience growth across broadcast and digital platforms
- Programming consistency and quality standards
- Successful launch of new shows or initiatives

Compliance Metrics

- Accuracy and completeness of required logs and documentation
- FCC compliance record (no violations attributable to role)
- Audit readiness of programming documentation
- Leadership Metrics
- Staff performance and retention

- Team development and morale indicators
- Cross-department collaboration effectiveness
- Fundraising & Engagement Metrics
- Pledge drive performance outcomes
- Listener engagement indicators
- Programming effectiveness during fundraising campaigns

REQUIRED QUALIFICATIONS

- Demonstrated experience in broadcast programming, media production, or content leadership.
- Strong leadership, coaching, and personnel management skills.
- Working knowledge of FCC broadcast regulations.
- Strong organizational, communication, and project-management abilities.
- Ability to manage multiple priorities and deadlines.
- Demonstrated ability to exercise discretion, judgment, and decision-making authority.
- Practicing Catholic in good standing with the Church and able to represent Catholic teaching publicly.*

PREFERRED QUALIFICATIONS

- Experience in non-commercial or faith-based media environments.
- Fundraising or pledge-drive leadership experience.
- Audio production and editing proficiency.
- Familiarity with broadcast automation and scheduling systems.
- Strategic planning or audience growth experience.

PHYSICAL REQUIREMENTS

- Prolonged periods of sitting and computer use.
- Frequent verbal communication in person, on-air, and via phone or recording equipment.
- Occasional standing during live broadcasts or events.
- Ability to operate broadcast and production equipment.
- Ability to lift up to 25 pounds occasionally.

WORK ENVIRONMENT

- Professional office and studio environment.
- Full-time, on-site role.
- Occasional evening, weekend, or holiday work required for live broadcasts, pledge drives, or special programming.
- Local travel for events or meetings may be required.

FLSA EXEMPTION JUSTIFICATION (INTERNAL HR NOTE)

- This position qualifies for exemption under the Fair Labor Standards Act because:
- Primary duty is management of a recognized department (Programming).
- Regularly supervises two or more employees.
- Exercises independent judgment and discretion in programming decisions.
- Participates in hiring, discipline, and personnel decisions.
- Performs high-level planning and policy implementation.
- Salary meets or exceeds federal threshold.

EMPLOYMENT CONDITIONS

- Employment is at-will and may be terminated by either party at any time, with or without cause or notice, subject to applicable law.
- Duties and responsibilities may be modified at any time based on organizational needs.
- Reasonable accommodations may be made to enable individuals with disabilities to perform essential job functions.
- Employment may be contingent upon successful completion of background screening and reference verification.

EQUAL EMPLOYMENT OPPORTUNITY

St. Gabriel Communications is an equal opportunity employer and does not discriminate on the basis of race, color, sex, national origin, age, disability, genetic information, or any other protected status under applicable law.

As a religious organization, the employer reserves rights permitted under federal and state law regarding religious mission alignment.*

Benefits (Internal Reference)

- Medical, Dental, Vision + HSA option
- Paid vacation, holidays, and sick leave
- 401(k) retirement plan

Life insurance