



BevCam is Looking for a New Executive Director!

Beverly Community Access Media (BevCam) seeks a dynamic, inspirational, and visionary leader as its next Executive Director.

About BevCam

Incorporated in 2001, BevCam is a multiple award-winning nonprofit community media center serving the City of Beverly, Massachusetts. BevCam operates three PEG Access channels on Comcast's cable system: Public Access (programming from members of the community); Education Access (sports, other events, and original programming from students); and Government Access (coverage of hundreds of government meetings annually). A very favorable 10-year agreement with Comcast was recently negotiated.

BevCam's mission is to: (1) provide education, encouragement and support to individuals and groups in the Beverly community in their efforts to communicate through electronic media; (2) provide technological and educational resources that facilitate and encourage freedom of expression for individuals and groups within the Beverly community; and (3) provide a place where community members may gather to learn and experience new technologies.

BevCam has five full-time staff (including the Executive Director), with offices located in the high school (no expenses for rent or utilities), and wants to expand its service delivery to include more internet-based real time streaming, YouTube channels, and social media content/programming.

For more details: <https://bevcam.org/>

The Community

Beverly is a small, safe, and vibrant city of 42,000 residents on the Northshore of Massachusetts, just 17 miles from Boston. With 13 miles of beautiful coastline, picturesque beaches, and easily accessible public parks offering lots of open space, Beverly has earned its nickname, "The Garden City". Beverly recreational sites are a captivating and enlightening experience for all visitors, friends, and family alike. Beverly has rail service to Boston and other locations, and easy access to major highways.

You'll never run out of the things to do in Beverly, whether you are seeking a historical day out, places to eat, local cultural arts, or locally made craft beer. The Cabot Theater and the Northshore Music Theater have first-class, nationally recognized productions that draw patrons from all of Massachusetts, and beyond. Endicott College and Montserrat College of Art provide educational opportunities to Beverly residents as well as an influx of high energy young people.

Learn more at www.beverlyma.gov.

Job Description

Summary: The Executive Director's key responsibilities include operations, planning, outreach and development. This person must lead and inspire others, manage a team and facility effectively, drive membership growth and the production of diverse, high quality, and informative programming of interest and value to residents. The Executive Director must demonstrate a commitment to public service and First Amendment rights, and be the catalyst for taking BevCam to the next level.

Primary Job Duties and Responsibilities

- Manages day-to-day operations and supervision of staff
- Sets the positive cultural tone of the organization, fosters professional growth and team building of staff
- Directs and expands revenue generating, development and fundraising initiatives
- Oversees hiring, staff development, performance management, separation, employee compensation and benefits
- Networks with vital community organizations - including business, governmental, non-profits, and local public and private education institutions - to gain input and collaboration on the production of quality programming
- Deepens and refines all aspects of communications – from web presence to external relations - with the goal of creating a stronger brand
- Reports to a Board of Directors responsible for the ED's performance evaluation
- Attends BOD meetings and provides reports and updates on staffing, current work and project timelines, organizational matters, and financials
- Works closely with the BOD to prepare/organize a strategic plan, annual budget, and annual report and member meeting
- Stays informed of trends, issues, events and developments within the community media field through professional peer contacts, conference attendance, etc.
- Advises the Board of Directors on relevant federal, state and local legislation.

Skills Set/Personal Qualities:

- Excellent leadership, management, organizational, planning, and mentoring skills
- Strong Interpersonal and team-building skills and commitment to diversity, equity and inclusion in all operations and production
- Creative, entrepreneurial, good listener, decisive, sense of humor, willing to take risks
- Action-oriented and mission focused – passionate about fostering growth
- Past success with working and collaborating with a Board of Directors
- Marketing, advertising and sales experience a plus
- Strong fiscal management with limited financial resources
- Business partnership experience
- Community oriented, good networking skills
- Media industry experience, including experience with non-cable access, private media outlets – connected in the industry
- Current with creative and technical aspects of media production, including on social media platforms
- Comprehensive understanding of the latest streaming technology
- An understanding of the current climate of media consumption, including a commitment to fact-based news content, and how to increase viewership/listenership in this climate
- Extensive knowledge of the cable TV/community media field and telecommunications issues that affect it, including federal, state and local cable regulations, and related matters

Education/Experience Requirements:

- A Bachelor's degree in Communications, Business, etc., with an advanced degree (e.g., MBA) preferred
- A minimum of five years managerial experience, preferably in media production, marketing, public relations, and fundraising, with non-profit or private sector organizations

Compensation and Benefits:

- Annual salary range is \$85,000 - \$95,000, commensurate with education and experience, within the framework of BevCam's annual operating budget
- Performance-based bonus considered
- Current benefits include health insurance, Simple IRA, paid vacation, holidays, and personal days

Anticipated Employment Starting Date: April – May, 2022

How to Apply

Applicants must submit:

- a detailed letter of introduction (describing the degree to which their experience, knowledge and skills match the identified duties and responsibilities, desired skills set and personal qualities, and the education and experience requirements);
- their current resume;
- a statement regarding the applicant's salary and benefits requirements; and
- at least three professional references with telephone numbers.

Submit the application materials described above -- as PDF format attachments to an e-mail message -- to The Buske Group, c/o Randy VanDalsen (randy@thebuskegroup.com).

The Buske Group has been contracted by BevCam to assist in its Executive Director search.

Applications must be received no later than 5:00 PM (ET) on Friday, February 11, 2022.