



POSITION GUIDE

# CHIEF CONTENT OFFICER



## ABOUT KUOW

Public radio is vital to information sharing and building community, providing free, easily accessible news to audiences across the country and serves as a distinctly trusted source. KUOW Puget Sound Public Radio is Seattle's NPR news station. An independent, nonprofit news organization, KUOW produces award-winning journalism, innovative podcasts, engaging community events, and more. Since 1952, KUOW has served listeners in Seattle and Western Washington at 94.9FM (KUOW), Bellingham at 90.3FM (KQOW), Olympia at 1340AM (KUOW), with a coverage area of 3.9 million people and more worldwide online.

KUOW measures the [impact](#) of good, local journalism in a multitude of ways, from holding the powerful to account to empowering the public to push for positive change while always keeping a pulse on the community's needs. Despite a nationwide decrease in the average number of broadcast listeners, KUOW is seeing a rise in digital listening and continues to expand digital content and community engagement with 339,000 average weekly broadcast listeners and over 2 million average monthly streaming listeners.

KUOW is a self-sustaining service of the University of Washington. More than 90% of funding comes from individual contributors and local business supporters who share the belief that an informed public makes its community stronger. Learn more about KUOW [here](#).

### KEY FACTS



- 130 total staff
- \$22M overall budget; \$11M content budget
- 62 content staff
- 24-member [Board of Directors](#)
- [Impact Report](#)
- [Strategic Impact Framework](#)
- 339,000 average weekly broadcast listeners (2023)
- 2M+ average monthly streaming listeners
- 50,000+ contributing members

### MISSION



To create and serve a more informed public.

### VISION



Broaden conversations. Deepen understanding.

### VALUES



Earn Trust; Be Curious; Have Courage; Value Diversity; Act in Service; Demand Integrity; Always Grow; Collaborate

### CONNECT WITH KUOW





## RACIAL EQUITY, DIVERSITY, AND INCLUSION

**Racial equity work** is critical to achieving a mission of creating and serving a more informed public. As a public institution, KUOW serves the entire community – not just a subset – and that requires challenging the ways KUOW and public media have operated. KUOW is committed to transforming into an anti-racist organization – one in which all policies and practices work towards the goal of dismantling racial inequities and fostering a workplace that is inclusive, supportive, and welcoming to all.

## JOURNALISM AND COMMUNITY OUTREACH

KUOW’s local coverage is produced primarily by internal content teams. Local KUOW coverage includes local broadcast and web stories on the Puget Sound region, the broadcast shows Soundside, Week in Review, and the podcast Seattle Now. KUOW is a member of NPR and pays an annual membership fee to NPR as well as fees to broadcast specific programs such as Morning Edition and Wait, Wait, Don’t Tell Me. KUOW also acquires programming from other national and international producers, including American Public Media, PRX, WNYC, and the BBC.

KUOW aspires to create and share factual and insightful journalism that is relevant to a wide range of constituencies (especially audiences public media has not historically prioritized). KUOW newsroom’s coverage priorities include how Western Washington is rethinking police accountability, housing and homelessness; how community is adapting to climate change; how work and life continue to evolve during a global pandemic; and local threats to democracy. As an organization that is committed to anti-racism, KUOW seeks to elevate stories that can shift the dominant narratives around race and racism from a focus on individuals to a focus on systems. KUOW is committed to telling stories that center race, gender, culture, and the many diverse communities that make up the PNW region. Over the past several years, KUOW has tracked diversity of sources and commissioned the outside firm, Impact Architects, to assess its coverage from multiple perspectives. KUOW was found to stand out for its equitable inclusion of women’s perspectives across content areas and that it has a high representation of sources for local news who identify as people of color, in particular Black and Native voices among others identified in the recently completed [published audit report](#).

## THE POSITION

The Chief Content Officer (CCO) will provide leadership and vision for all programming, podcasting, and journalism at KUOW. Reporting to the President & General Manager, Caryn Mathes, the CCO's role is to ultimately enhance design and integrity of content, expand offerings and their impact, and provide overall editorial leadership and direction, to increase consumption of and loyalty to KUOW content. The CCO leads a talented team of 62 professionals, and directly oversees four positions: Director of Audience, News Director, Director of New Content & Innovation, and Director of Community Engagement. The CCO leads inter-division engagement to position KUOW's content for greatest success in discoverability, appeal, habituation, and financial support.

As the highest-ranking content creation officer at KUOW, the CCO will be a courageous thought leader and visionary storyteller. They will embody an unwavering commitment to racial equity, diversity, and social justice, and incorporate best practices across all platforms to ensure KUOW is a trusted source of information. The CCO works closely with the President & General Manager, Chief Operating Officer, Chief Marketing Officer, and Chief Digital Officer and other division professionals, and has responsibility for providing vision and assisting leadership in making strategic as well as opportunistic decisions presented by present and emerging market conditions and trends. In collaboration with leadership, they will approach industry-wide challenges with fresh perspective, innovative thinking, and comfort in disruption.





## MAJOR OBJECTIVES

Within the first 12 to 18 months, the Chief Content Officer will achieve the following major objectives:

- Establish strong, trusting relationships through capable leadership with the President & General Manager, leadership team, and staff.
- Promote an integrated culture of innovation, support, and empowerment across the content division, inspiring greater collaboration, connectivity, and transparency. Assess and identify gaps division-wide and explore the potential for a more effective team structure to ensure stronger integration.
- Through visionary leadership, develop a strategic plan to build capacity and digital audience, generate revenue, and enhance outreach and impact of KUOW's service.
- Empower and motivate Content leadership and teams to strive for highest quality and output of trusted original production, programming, and coverage.

## RESPONSIBILITIES

The Chief Content Officer will have the following primary responsibilities:

- Lead, mentor, and inspire the work of a high-performing team to meet or exceed all goals, ensuring strategies are aligned with KUOW's high-level strategic priorities.
- Develop and implement a comprehensive strategic work plan for the Content division that provides vision and cohesion among Programming, Newsroom, Local Content, Community Engagement, and RadioActive units, with clearly defined revenue goals with performance metrics, instilling a sense of accountability and openness to feedback.
- Partner with the leadership team and Content division directors to establish integrated audience and revenue growth goals across the organization.
- Oversee and direct more than 26,000 hours annually of broadcast content (three channels), while charting a bold path forward to strategically expand digital content offerings on existing and emerging platforms with an aim of attracting new audiences and deepening engagement with existing audiences.
- Design standards and procedures to acquire, coach, evaluate, and hold accountable high-quality content-making and content delivery talent. Define, instruct, and model excellence through both qualitative and quantitative measures.
- Serve as KUOW's representative in collective bargaining (SAG-AFTRA), assisting UW Labor Relations.
- Collaborate with the Digital division in pursuit of optimal discoverability of KUOW's content and high-quality digital user experience; maintain close connection with Research unit to ensure data-informed content effectiveness and staff performance.
- Collaborate with the Marketing Division to align editorial priorities toward the goal of audience development, growth of service, and delivering value to consumers; maintain close connection with Philanthropy and Membership units to assist in conversion of consumers into financial supporters.
- Provide operational support, creative assistance, and personal participation to grow revenue, including grant writing and high-level solicitation. Provide input for on-air fundraising as "special programming".



## QUALIFICATIONS

The ideal candidate will bring most of the following qualifications and skill sets:

- A passionate commitment to the mission, vision, and values of KUOW and a deep connection to journalism grounded in truth made available for a wide range of constituencies.
- At least five to seven years of senior-level journalism experience in a modern media environment and significant expertise guiding strategy and leading large teams. Experience with public media, digital content and programming, navigating a hybrid university/community radio licensee and union environment, and the opportunities and challenges of issues facing a disrupted and dis-intermediated media environment would be an advantage; also familiarity with the Puget Sound Region market and/or previous track record of quickly acclimating to a market.
- A confident, relational manager with an ability to develop, inspire, mentor, and unite large, diverse teams, while championing an unwavering commitment to KUOW and UW's commitment of promoting a diverse, inclusive, and equitable work environment.
- Demonstrated track record of leading organizations through change with excellent judgement; implementing both a creative and analytical approach to recommendations, negotiating, and decision making. Persuasive and passionate communicator with outstanding interpersonal skills, skilled at minimizing conflict.
- Ability to bring ideas to diversify audience appeals, possessing knowledge of interactive media, publishing, and other electronic information and emerging communication technologies.
- Strong tactical expertise in journalism development, possessing knowledge of how to effectively present content to current core audience and emerging new audience, on-air, online, and on-demand, including podcast offerings.
- Constantly have finger on the pulse, modeling, leading, and supporting, an integrated feedback approach to KUOW content making, integrating community input into KUOW's editorial strategy.
- Ability to navigate crisis management and collaborate on crisis communications process, both internally and externally.
- Understanding and appreciation of regulatory, governance, and rights management regulations in the electronic media industry; also "firewall" issues relevant to a news organization and professional journalists.
- A bachelor's degree or equivalent experience in telecommunications or related industry is required. An advanced degree would be an advantage.



## COMPENSATION AND BENEFITS

The salary range for this position is \$195,000 to \$276,036. UW offers a wide range of benefits including medical and dental insurance programs; plan for your future with tax-deferred investing through the UW retirement options; enjoy generous vacation and sick leave policies; and protect yourself and your family with life and long-term disability insurance. For more information, explore the [UW Benefits website](#).

## COMMITMENT TO DIVERSITY AND RACIAL EQUITY

KUOW and the University of Washington are equal opportunity employers. KUOW is dedicated to building a culturally diverse staff and creating a working environment that promotes racial equity and inclusiveness. They believe attracting and retaining diverse staff is crucial to serving the community and fulfilling its mission. Women, Black, Indigenous, and people of color (BIPOC), LGBTQ+ individuals, people with disability and veterans are highly encouraged to apply.

## APPLICATION

KUOW has retained Campbell & Company to conduct this search. The team for this project includes Alex Catuara, Angèle Bubna, and Trinity Gordon.



**ALEX CATUARA**  
*Consultant, Executive Search*



**ANGÈLE BUBNA**  
*Associate Consultant, Executive Search*



**TRINITY GORDON**  
*Associate Consultant, Executive Search*

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Applicants considered for this position will be required to disclose if they are the subject of any substantiated findings or current investigations related to sexual misconduct at their current employment and past employment. Disclosure is required under [Washington state law](#).

*Committed to attracting and retaining a diverse staff, the University of Washington will honor your experiences, perspectives, and unique identity. Together, our community strives to create and maintain working and learning environments that are inclusive, equitable, and welcoming.*

*The University of Washington is a leader in [environmental stewardship & sustainability](#), and committed to becoming climate neutral.*

*The University of Washington is an affirmative action and equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, gender expression, national origin, age, protected veteran or disabled status, or genetic information.*

*To request disability accommodation in the application, contact the Disability Services Office at 206-543-6450 or [dso@uw.edu](mailto:dso@uw.edu).*



Campbell & Company is a national nonprofit consulting firm that helps organizations create greater impact through executive search, fundraising, communications, and strategic information services. Since 1976, Campbell & Company has helped shape the evolution of fundraising as a practice in all sectors, including human services, arts & culture, education, healthcare, environment, associations and membership organizations, and civic and public affairs.

Underlying all our work is a shared focus on the Campbell & Company mission: to collaborate and innovate with people who change lives through philanthropic vision and action.

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