



POSITION GUIDE

**CHIEF
MARKETING
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; \$6M marketing budget
- 32 marketing 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 Marketing Officer (CMO) will provide leadership and vision for all revenue-generating activities, aligning and amplifying audience experience with KUOW’s brand promise, that a better future begins with an informed public. Reporting to the President & General Manager, Caryn Mathes, the CMO’s role is to ultimately enhance KUOW’s reputation in the community, ignite brand obsession among core and new audiences, grow and engage an increasingly diverse audience, and influence a heightened value proposition among KUOW listeners to create a climate conducive to philanthropy. The CMO leads a talented team of 32 professionals and directly oversees four positions: Director of Marketing, Director of Philanthropy, Director of Business Support, and Director of Membership. The CMO leads inter-division engagement with KUOW’s Content and Digital divisions in pursuit of a “whole funnel” approach toward audience and revenue growth.

The CMO will be a courageous, collaborative, and transparent 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 CMO works closely with the President & General Manager, Chief Operating Officer, Chief Content Officer, and Chief Digital Officer 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 Marketing 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 marketing and philanthropy among the division, inspiring greater collaboration, connectivity, and transparency.
- Through visionary leadership, develop a strategic work plan to grow and sustain audiences on KUOW's core platforms (live radio, podcasts, mobile, KUOW.org).
- Strengthen Membership's pipelines to increase and expand KUOW's revenue: diversifying brand reach, converting casual listeners to devoted supporters, and building a culture of "audience first."
- Enable opportunity for increased transformational giving and sponsorships within Philanthropy and Business Support by growing audience, refining KUOW's brand difference, creating captivating materials and storytelling, and engaging leadership in fundraising initiatives.

RESPONSIBILITIES

The Chief Marketing 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 division that provides vision and cohesion among Marketing, Membership, Philanthropy, and Business Support units, with clearly defined revenue goals with performance metrics, instilling a sense of accountability and openness to feedback.
- Partner with the leadership team and Marketing division directors to establish integrated audience and revenue growth goals across the organization.
- Guide the Director of Marketing in developing high-level marketing and audience growth strategies across platforms and products, based on market and audience research, data analytics, and high-level organizational priorities toward digital engagement.
- Strategize and support the Director of Membership in developing membership growth, engagement, and retention tactics.
- Partner and promote the Director of Philanthropy in developing plans, messaging, activities, and special projects to elevate high-capacity donors to philanthropic giving commensurate with their capacity and level of engagement with KUOW. Evaluate and enhance the philanthropic user experience.
- Guide the Director of Business Support in developing strategies to support business creative projects, in addition to conceiving and implementing community connections and visibility to enhance awareness and relationship building, driving sales growth. Provide analysis and creative support to produce compelling and effective sales collateral materials.
- Collaborate with KUOW's Director of Research to develop data-driven strategies for the Marketing division towards the goals of staying on top of changing consumer demographics, market forces, etc. and building KUOW's live listening audience.
- Liaise with KUOW's content syndication partners (e.g. NPR, APM, PRI, etc.), network affiliations (e.g. Northwest News Network), etc. toward collaborative work that would lead to enhanced awareness and positioning for KUOW.
- Create and continually refine KUOW's internal strategic communications to build understanding of and engagement with KUOW's strategic objectives, desired culture and values to employees, the Puget Sound Public Radio (PSPR) board, and collaborative partner organizations.



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 marketing experience and significant expertise guiding strategy and leading teams. Experience with public media, a variety of revenue streams common to nonprofit sector, digital marketing, and/or accomplishments in B2B and B2C marketing 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.
- Demonstrated experience in creating, aligning, directing, and supporting every component of an integrated marketing program, and in particular, leaning into digital marketing. Knowledge of industry trends and comfort with innovation.
- Strong tactical expertise to analyze and interpret KUOW's market and brand distinction. Proven ability to translate consumer insights into creative expressions that would enhance the perception of KUOW with its consumers on all platforms.
- Ability to navigate crisis management and collaborate on crisis communications process, both internally and externally.
- Understanding and appreciation for the "firewall" issues relevant to a news organization and professional journalists.
- A bachelor's degree in mass communications, marketing, journalism, or related field 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

[APPLY NOW >](#)

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.



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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