



TTT LIMITED

RADIO PROGRAMMING MANAGER

Job Description

Job Title: RADIO PROGRAMMING MANAGER	Reports to: CHIEF EXECUTIVE OFFICER
Directly Supervises: <ul style="list-style-type: none"> • Senior Producers • Administrative Assistant 	Department/Level: Exec./Mgmt.
	No. of Pages: 2
	Document No.: Exec./RP-001
Current Version:	Effective Date:
APPROVALS (Signature/Date)	
Chief Executive Officer/Date	Human Resources Manager/Date

1. Job Function

The **Radio Programming Manager** is responsible for defining the vision for TTT Limited’s radio network, maintaining and improving ratings through the delivery of relevant and engaging content and products while maintaining budgets. **All activities must conform to organizational guidelines and standards and to all legal requirements of the industry.**

2. Principal Duties and Responsibilities

1. Develop and implement strategic programmes for the Radio Network and maintain linkage with the Television arm of the network, in congruence with the strategic direction of the company and national broadcast standards
2. Oversee the conceptualization and selection of content on all radio frequencies, ensuring alignment to the stations’ demographic, style and identity
3. Establish long- term business relationships, develop promotional concepts, events and activities to increase listenership and revenues
4. Remain current with international, regional and local trends in radio broadcasting to maintain the ideal mix of content
5. Develop suitable metrics to measure market trends
6. Manage human and technical resources to achieve programming goals



TTT LIMITED

RADIO PROGRAMMING MANAGER

2. Principal Duties and Responsibilities cont'd/....

7. Liaise with the Head of Engineering to maintain clear transmission and coverage
8. Prepare and submit relevant reports to the Chief Executive Officer
9. Performs all functions related to the performance management process and ensures that Key Performance Indicators (KPIs) are aligned to the departmental goals

4. Qualifications and Experience

- Bachelor's Degree in Mass Media and Communications, or a blend of Communications & Marketing
- Master's Degree will be an asset
- Minimum seven (7) years' experience in a similar position in the broadcast industry

5. Required Competencies

- Deep understanding of radio and podcast formats and process
- Exceptional planning and organizational skills
- Knowledge of key requirements for radio programming and media logistics
- Knowledge of new and emerging media concepts and social media platforms
- Understanding of cost and budgetary concepts in relation to departmental planning
- Understanding of effective resource allocation in relation to radio programming and execution of objectives
- Understanding of broadcasting technology and equipment
- Leadership skills in managing staff
- Ability to effectively manage lateral relationships