

Job Description: General Manager of Heartland Ministries.

The position of General Manager is a 3/4 time (30 hour) on site position at Heartland Ministries. The General Manager's responsibilities will include supervision and direction of all three radio stations and related outreach programs. This position will be responsible for programming decisions, growing support through underwriting, building brand awareness and audience for each station and the ministry, staffing and other personnel decisions, and partnering with area churches and ministries.

The General Manager's main areas of responsibility will be:

1. **Staff Management:** The General Manager will be responsible for supervising, scheduling, and shepherding the staff, inclusive of evaluating, personnel decisions, and hiring/firing with board approval. The GM will set a spiritual tone at the station through weekly devotions with the staff. The GM will conduct weekly meetings with the staff to communicate vision and direction.
2. **Ministry Relationships:** The General Manager will be the chief face of the ministry in the community. This means they will be responsible for cultivating and maintaining relationships with pastors, church leaders, ministry leaders, and area non-profits. This will require going to the churches and non-profits to initiate relationships, articulating the mission of Heartland Ministries to the community and managing all communications with the public, churches, and non-profits. The General Manager will oversee the use of the community room by outside groups and the online presence of the ministry. They will also be the chief contact with promoters, coordinating concert attendance and onstage presence to promote the stations.
3. **Promotions:** The General Manager will be in charge of all fundraising and goodwill promotions. The goal is that there will be three to five fundraising promotions each year. These may include movie promotions, glow run, golf scramble, pastor appreciation banquet, underwriter receptions, giveaways, joint ventures, and more. The General Manager may organize these events directly or hire them out on a commission basis. The goal of promotions would be to annually bring in more revenue than the GM's compensation.
4. **Underwriting:** The General Manager will be the key person in the underwriting sales plan. They will work with the sales manager to oversee all salesperson, sales documents, and sales systems. They will be expected to be out selling regularly. The goal will be to increase station revenue through underwriting support. They will receive a 15% commission on all new underwriting sales. This includes the opportunity to increase revenue through grant writing.

The General Manager will have additional duties not listed above, including a regular on air radio shift, pledge drive and share-a-thon planning and preparation duties, underwriting and promotion audio production, occasional shift covering, and other general duties. This position will communicate openly and regularly with the board and will be answerable to the board as a whole on decisions effecting the ministry.

To apply, please contact Dianne at 270-437-4095 or 1-800-467-4095.