

Introduction

Heartland Ministries Radio in Hardin, Kentucky is seeking an individual for the full time (40 hours per week) position of Operations Coordinator.

Heartland Ministries, Inc., is a 501(c)(3) organization operating three non-commercial Christian FM radio stations serving primarily the west Kentucky area: WVHM, playing southern gospel; WAAJ (Elevate FM), playing Hot AC; and WTRT (Thrive FM), featuring modern praise and worship music.

Heartland Ministries employees must have faith in Christ as personal Savior and be in agreement and compliance with the vision and mission of the organization.

Mission and Vision

The vision that runs true for all three stations in the Heartland Ministries Radio family is based on Philippians 4:8, which says, "whatever is true, whatever is honorable, whatever is right, whatever is pure, whatever is lovely, whatever is of good repute, if there is any excellence, and anything worthy of praise, let your mind dwell on these things."

We believe that actions stem from beliefs. Beliefs are the result of our thought process and those thoughts are influenced by what is taken in through our senses, certainly including what we hear. That's what prompted us years ago to say, "*because it matters what you listen to.*" We still use that as a positioning statement on all of our stations.

We believe that statement is true and we are supported prayerfully and financially by people who agree. Together we will continue to walk in the direction of what we believe is our God given vision until He says otherwise, or until He returns.

Purpose of the Position

The Operations Coordinator will serve in a key role of organization and staff leadership. The ideal candidate will be a visionary leader, able to develop and implement new ideas for fundraising, community outreach initiatives, and relationship building. The employee will maintain awareness of all staff and their responsibilities, providing accountability to ensure tasks are completed in a timely manner with appropriate quality. The individual will serve as a central point of contact for all staff, maintaining an environment of organization-wide cohesion.

Personal Attributes

The employee will be:

- Flexible
- Self-motivated
- Personable
- Passionate
- Empathetic
- Confident
- A good leader

Essential Responsibilities

- Enthusiastically promote the organization through public relations initiatives. This will include speaking on stage at concerts and representing the ministry at community meetings and networking events.
- Use the internet and personal networking connections to research the radio industry, keep up with changes in the industry, and find resources and training opportunities to help staff better themselves and build their skills.
- Stay in regular contact (preferably at least twice per week) with sales staff to receive briefings concerning contact with potential and existing ministry partners.
- Be able to work events or attend community meetings on evenings, weekends, and holidays when necessary.
- Develop the annual Sharathon for WVHM and Pledge Drive for Elevate FM and Thrive FM. These on-air fundraisers are vital for securing ministry sustaining funding.
- Assist with the writing of on-air ministry partner acknowledgments.
- Write (or assist with the writing of) the ministry's monthly newsletter mailed to more than 500 individual and business supporters.
- Personal written correspondence to listeners, donors, and ministry partners.

Knowledge, Skills, and Abilities

- Leadership skills are required. Visionary leadership highly preferred.
- Excellent interpersonal skills with the ability to interact with listeners in a caring manner.
- Excellent written and verbal communication skills.
- Intermediate level of computer proficiency, including the ability to utilize spreadsheets, word processing applications, email, and learn radio automation software.
- A passion for media and all of the Heartland Ministries products, especially radio.
- Understand the uniqueness of Christian radio and non-commercial radio and how advertising works.
- Insight on basic sales, barter, negotiation, promotions, marketing, and event coordinating.
- Analytical and problem solving skills.
- Customer service skills.
- Decision making skills.
- Attention to detail and a high level of accuracy.
- Time management skills.
- Ability to take initiative.
- Exhibit appropriate professional appearance and demeanor.
- Instruction will be provided to gain a necessary knowledge and understanding of FCC rules and regulations as it pertains to non-commercial radio.

Physical Demands

- The position requires extended periods of sitting in an office setting.
- Standing for extended periods may be required at events.
- Lifting and carrying equipment will be necessary at times, especially when loading and unloading the company vehicle and setting up or tearing down at events.

Environmental Conditions

- Light to moderate work interruptions should be expected regularly, as meeting with other staff in person or by phone on a regular basis will be necessary.
- Some night time driving will be required, primarily for attending events and meetings with other organizations.

Experience

None of the following is required, but all will be highly beneficial:

- Experience in radio
- Experience in a non-profit organization - especially ministry
- Experience in marketing, branding, and outside sales
- Previous clerical or office experience

Apply

Resumes are accepted by email only. To apply, email a resume with references to info@hmiradio.com. Please indicate the position you are interested in.