

FSU | **FLORIDA STATE UNIVERSITY**

wfsu
PUBLIC MEDIA



North Florida | South Georgia

Executive Director/ General Manager

Tallahassee, Florida

DR*i* Waterstone
HUMAN CAPITAL

DR/Waterstone Human Capital
1550 Wilson Blvd, Ste 700 PMB370
Arlington, VA 2209
703-294-6684
<https://driwaterstonehc.com/>



Florida State University - *Vires, Artes, Mores*

Founded 1851 · 46,000+ Students · 17 Colleges · \$488M+/yr Research · #21 Top Public University in USNR

MISSION & IDENTITY A preeminent state research university, FSU combines elite academics with a dynamic campus culture. As Florida's oldest continuous site of higher education, FSU is committed to preparing graduates for leadership in a global society while advancing knowledge across all disciplines.

ACADEMICS & PROGRAMS 17 colleges span arts, sciences, engineering, law, medicine, business, social sciences, and the fine and performing arts. FSU's College of Music and College of Motion Picture Arts are nationally ranked. The university awards over 14,000 degrees annually and maintains a 17:1 student-to-faculty ratio.

RESEARCH & INNOVATION FSU is home to the National High Magnetic Field Laboratory—the world's largest and highest-powered magnet facility—and the FSU Innovation Hub. Annual research expenditures exceed \$488 million across health sciences, materials science, climate, and public policy, cementing FSU's place among the nation's top research institutions.

WFSU PUBLIC MEDIA Licensed to FSU and serving North Florida & South Georgia, WFSU operates NPR/PBS affiliate stations, delivering trusted journalism, cultural programming, and educational content to the Tallahassee region. Governed by Florida State University under its Board of Trustees, WFSU also benefits from a direct student pipeline through FSU's College of Communication & Information, which supplies interns and early-career journalists to the station. As FSU's public-facing media arm, WFSU amplifies university research, arts, and civic engagement, reflecting a shared commitment to education, access, and service to the North Florida community.

“Inform, entertain, and inspire”

About

WFSU Public Media is a public broadcasting organization based in Florida’s capital city **Tallahassee**, serving audiences across North Florida and South Georgia. As a joint licensee of **PBS** and **NPR** member stations, WFSU delivers trusted journalism, educational content, and cultural programming across television, radio, and digital platforms. The organization operates a diverse portfolio of broadcast channels, statewide services, and digital initiatives—including public affairs programming through **The Florida Channel** and emergency communications via the **Florida Public Radio Emergency Network**.

Beyond broadcasting, WFSU plays a leadership role in education and community engagement through initiatives like **The Learning Neighborhood** and the **Florida Center for Interactive Media**, advancing early learning, digital innovation, and lifelong education.

Mission-driven and community-focused, WFSU Public Media connects, informs, and educates audiences while strengthening civic life across the region.



WFSU Brands

Television

WFSU-TV – Primary PBS affiliate (North FL/South GA)

WFSG – Secondary station (Panama City/Gulf Coast)

Radio

WFSU-FM – News & NPR programming

WFSQ-FM / WFSL-FM – Classical music (24/7) WFSW-FM – News (Gulf Coast)

Statewide / Specialty

The Florida Channel – State government coverage

Florida Public Radio Emergency Network – Emergency communications

Education & Innovation

The Learning Neighborhood – Early learning & community education

Florida Center for Interactive Media – EdTech & digital learning

Digital & Content

WFSU.org – News & streaming

PBS App – Localized content

Podcasts & local shows (e.g., *Speaking Of*, *Capital Report*)





The Position

The **Executive Director/General Manager** of WFSU Public Media serves as the organization's chief executive, responsible for operations, sustainability, and strategic growth. As part of Florida State University, this leader sets the vision for a dynamic public media organization serving North Florida, South Georgia, and statewide audiences. This role provides enterprise-wide leadership across all public broadcast and non-broadcast media operations, leading WFSU through transformation—expanding digital content, strengthening revenue, and ensuring long-term operational, financial, and regulatory sustainability.

Strategic Leadership & Vision

- ❖ Set and execute a forward-looking strategic vision aligned with WFSU's mission and long-term sustainability
- ❖ Lead organizational transformation, including digital expansion, audience growth, and innovation
- ❖ Identify and implement new opportunities for growth, impact, and revenue generation
- ❖ Translate strategy into actionable initiatives that align operations, content, and financial performance

Financial & Operational Management

- ❖ Oversee an ~\$8M operating budget and ensure long-term financial health and sustainability
- ❖ Lead strategic resource allocation across core operations and growth priorities
- ❖ Direct long-range financial and operational planning across media infrastructure
- ❖ Navigate funding challenges and evolving cost structures with strong financial acumen

Fundraising & Revenue Development

- ❖ Partner with development leadership to build and scale a comprehensive fundraising strategy
- ❖ Personally engage in major gift cultivation and donor relationships
- ❖ Drive diversification of revenue streams across membership, underwriting, philanthropy, and digital
- ❖ Build sustainable, growth-oriented funding models

Content & Media Leadership

- ❖ Oversee high-quality, cross-platform content across broadcast, digital, and emerging media
- ❖ Ensure journalistic integrity and uphold public media standards
- ❖ Expand audience reach through compelling storytelling and engagement strategies
- ❖ Provide leadership across all media platforms, including television, radio, and statewide services



The Position (continued)

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Leadership & Team Development

- ❖ Lead, develop, and align a high-performing team of 30+ staff across multiple functions
- ❖ Provide clear direction to senior leaders within a complex, cross-functional structure
- ❖ Foster a culture of accountability, collaboration, and continuous improvement

University & Community Engagement

- ❖ Represent WFSU within Florida State University and the broader community
- ❖ Build and strengthen partnerships with academic units and community stakeholders
- ❖ Expand student engagement and community-based initiatives

Governance & External Relations

- ❖ Serve as liaison to PBS, NPR, and other public media organizations
- ❖ Engage effectively with university leadership, advisory bodies, and external stakeholders
- ❖ Ensure compliance with FCC, and applicable regulatory standards
- ❖ Operate effectively within regulated and institutional environments while upholding legal and ethical standards

Innovation & Strategic Problem-Solving

- ❖ Demonstrate an entrepreneurial mindset with the ability to identify and execute growth opportunities
- ❖ Leverage emerging technologies and evolving media trends
- ❖ Drive innovation across content, operations, and revenue models

The Candidate

The ideal candidate is a seasoned, mission-driven executive with leadership and fundraising experience in media, nonprofit, or similarly complex organizations. This individual brings a strong balance of strategic vision and operational execution, with the ability to lead large, multi-functional teams, drive sustainable growth, and navigate change in a dynamic environment.

They are an entrepreneurial and collaborative leader who understands the evolving media landscape and is passionate about the role public media plays in serving communities.

BACKGROUND & EXPERIENCE

Education & Professional Foundation

- ❖ Master's degree preferred; Bachelor's degree required; Master's with 5+ years, or Bachelor's with 7+ years of relevant experience in media, communications, or marketing
- ❖ Minimum 8 years of senior management experience.
- ❖ Proven experience leading an organization, division, or complex function

Media & Industry Expertise

- ❖ Understanding of broadcasting, digital media, streaming, podcasts, and emerging platforms
- ❖ Knowledge of public media's mission, structure, and community role
- ❖ Experience working with content, production, or creative teams preferred



PERSONAL CHARACTERISTICS & LEADERSHIP STYLE

Engaging and authentic: Builds trust quickly, connects naturally with stakeholders, and translates relationships into meaningful partnerships

Strong communicator: Clearly articulates vision and strategy across internal and external audiences; comfortable as a public-facing leader

Collaborative leader: Empowers teams, fosters cross-functional collaboration, and builds a culture of accountability and respect

Politically astute and neutral: Maintains nonpartisan integrity while effectively navigating relationships with stakeholders

Mission-driven: Passionate advocate for the role of public media in informing, educating, and serving communities

SKILLS & ACCOMPLISHMENTS

Financial & Strategic Management

- ❖ Strong financial acumen with experience managing complex budgets and aligning investments with strategic priorities
- ❖ Demonstrated ability to lead organizations through financial challenges and transformation
- ❖ Strategic thinker who balances operational discipline with innovation and growth

Fundraising & Revenue Development

- ❖ Proven success in major gift fundraising and donor relationship management
- ❖ Track record of growing and diversifying revenue streams
- ❖ Experience developing sustainable funding models in a changing economic environment

Leadership & People Management

- ❖ Strong leadership presence with the ability to inspire, align, and develop high-performing teams
- ❖ Experience leading through change, including restructuring or organizational evolution
- ❖ Commitment to building an inclusive, collaborative, and high-accountability culture

Strategic Problem-Solving & Innovation

- ❖ Entrepreneurial mindset with the ability to identify and execute new growth opportunities
- ❖ Skilled at turning ideas into actionable, funded initiatives
- ❖ Forward-thinking leader who embraces innovation, including emerging technologies and AI





To learn more and to submit your application, please visit:

<https://driwaterstonehc.com/position/wfsu-public-media/>

Compensation:

\$150,000 - \$180,000 based on experience and qualifications. This position includes comprehensive benefits.

Location:

Tallahassee, FL

Equal-Opportunity Employer

FSU is an equal opportunity employer.

About DRiWaterstone

DRiWaterstone is a boutique executive search firm recognized by Forbes magazine as one of the leading executive recruiting firms in the U.S. With a focus on purpose and mission-driven organizations, we provide executive search and strategic consulting services to help regional, national, and international clients grow, thrive, and excel.