



## **Chief Operating Officer**

### **Background**

CreaTV San José is a nonprofit Community Media Center in downtown San José. Our mission is to inspire, educate and connect San José communities, using media to foster civic engagement. Serving the San José and Silicon Valley community since 2008, CreaTV is a nationally recognized Community Media Center focused on access to media and technology, the art of storytelling, and digital equity issues.

CreaTV manages four public and educational Comcast cable channels, airing more than 3,200 locally produced videos in eight different languages each year. CreaTV offers monthly workshops in video production to the public and provides a vast array of video production services to nonprofits, cities, schools and individuals wanting to produce content for the channels. Our vision is to give everyone in San Jose the opportunity to have a voice by providing access to tools, training and distribution platforms. We believe this can transform and deepen our community conversation.

We are at a pivotal juncture in our organization's history as we lead the effort to create a collaborative space activated by the community and designed to reflect the diversity of San José. Our goal is to redefine how creative spaces are developed and used to transform a community. This new venture - Open San José - will feature 18,000 square feet of office space, gallery and public spaces, a large studio, and multi-purpose rooms that are fully equipped with technology and designed to be used for live and hybrid meetings, rehearsal space, podcast and media recording, trainings, and more.

### **Position**

We are seeking a Chief Operating Officer to lead our community engagement efforts and expand our impact. This critical role oversees many of the internal administration operations of CreaTV and Open San José and helps coordinate the external messaging and facility business development. The position reports to the CEO and works in direct collaboration with the officers and directors, and manages four staff. The position is a thought leader, helps set the tone for our organizational cultural, and leads the alignment of our vision with our operations. This position directly oversees Education, Production, Facilities, and Marketing departments.

### **Operations**

- Facilitate, redirect, and lead an organizational culture that fully reflects CreaTV's vision, mission, and values while furthering our commitment to equitable community access and engagement.
- Together with the CEO and CTO serve as part of CreaTV's executive leadership team.
- Work closely with CEO and CTO in coordinating and leading all managers and staff around the implementation of our strategic plan and facility relocation, implementation, and development.
- Lead internal communications strategies to promote positive and equitable cultural values and lead system change, analysis, and adoption as needed with CreaTV staff and Open San José anchor partners.
- Direct human resources activities, including the approval of personnel plans or activities, oversee hiring and disciplinary actions, and facilitate needed HR administrative activities to executive staff as appropriate.
- Oversee anchor partner license and lease process with the goal of meeting financial outcomes and limits liability.
- Oversee community use and space rental administrative processes and procedures (with appropriate managers) with the goal of meeting financial outcomes and limits liability.

### **Brand Communications**

- Lead communications and marketing strategy and implementation across organization for both CreaTV San Jose and Open San Jose
- Lead brand development and strategy across organization
- In concert with internal leadership, outside partners and consultants, ensure brand build-out for Open San Jose.
- Develop media strategy and oversee implementation of media outreach and pitches. Act as primary media contact for both Open San Jose and CreaTV.

### **Business Development**

- Work with CEO to create strategies for new partner development and rental client base for new facility.
- Work with CEO to evaluate business and financial models and ensure they are scalable for growth over the next 3-5 years.
- Define, initiate, and lead business development activities that strengthen and expand brand reach with key targets to achieve revenue goals.

People of color, women, formerly incarcerated people, LGBTQ+ individuals, and community visionaries are strongly encouraged to apply.

Please email a PDF **cover letter and resume** explaining your interest and qualifications for the position to [jobs@creatvsj.org](mailto:jobs@creatvsj.org) with the subject COO. Please, no phone calls or hard copies of materials through the postal service. Application materials due by 6pm January 24<sup>th</sup>, 2022.