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ORGANIZATION

Twin Cities PBS ("TPT")

POSITION

Vice President of Human Resources

BRIEF

Ballinger Leafblad is pleased to conduct the search for a Vice President of Human Resources at TPT in Saint Paul, Minnesota.



TWIN CITIES PBS

ORGANIZATIONAL OVERVIEW

Twin Cities PBS (“TPT”) is one of the preeminent PBS affiliate stations in the country. Every day, TPT uses the power of media to advance the arts, spur learning, help young people succeed and help adults age vitally. TPT presents extraordinary PBS programming and also produces award-winning content for the national PBS system.

In 2015, TPT was the highest-rated local public television service in the nation for the fourth year in a row. TPT’s programs and productions have been honored with numerous awards, including Peabody awards and national and regional Emmys.

Public media’s value is fundamentally determined by its relevance and its meaning in the lives of individuals and communities. While commercial media is driven by the imperatives of advertisers and shareholders, public media is driven by mission to enrich people’s lives, to spark learning, to drive engagement, and to build community.

In a world awash in media, public media remains essential. One of the most important ideas driving public media is the concept of “public” itself – that there is something inherently valuable and worthwhile about media that is created by, supported by, and accountable to the public.

200

Dedicated
FTEs on Staff

100

Active
Volunteers



2020

AT A GLANCE

\$45m

Annual Budget

ORGANIZATIONAL OVERVIEW, cont.

Twin Cities PBS is in the business of enriching lives and improving the communities it serves through the power of public media. The overarching goal is to reach and engage more people, and have a greater impact in their lives and communities, than ever in TPT's sixty-four-year history.

HISTORY

Twin Cities Public Television was incorporated in 1955. KTCA (Channel 2) began broadcasting as the first non-commercial public television station in Minnesota in 1957. The first program was "Exploring Science." A second station, KTCI (Channel 17) launched in May 1965.

The first broadcast home was in a WWII wooden barracks on the University of Minnesota Agricultural Campus. In the 1960s, the studios moved to Como Avenue and in 1990 to their current location in downtown Saint Paul.

In 1967, KTCA became the first educational television station in the United States to broadcast in color. The organization has evolved as technology has changed. In September 2000, the stations began their first digital broadcasts and KTCA and KTCI were rebranded as tpt2 and tpt17. In December 2005, productions were available online.



FUNDING

TPT is over 50% member-supported. In addition to member support, TPT receives funding from a variety of public and private organizations as well as through grants and the Corporation for Public Broadcasting (CPB).

TPT is the Twin Cities PBS member station – the critical link that brings PBS (and other) content to the local community. TPT is an independently funded and run 501(c)3 non-profit that is part of a membership network of public television stations who make up the PBS system.

PBS is a private, nonprofit national corporation whose members are America's public TV stations (like TPT) — noncommercial, educational licensees that operate 350 PBS member stations.

ORGANIZATIONAL INSIGHTS

TPT is in the midst of a new strategic planning process that will culminate in fall of 2021 with a board-approved three-year strategic plan for the organization.

TPT welcomed Sylvia Strobel as new President/CEO in February 2020, three weeks before the Covid-19 pandemic struck. The Vice President of Human Resources will work closely with Sylvia and TPT's new Chief Inclusion Officer, Amina Jaafar.

The majority of TPT staff have worked remotely the past year and nearly 20% have worked with the organization for less than a year.

VISION

Be a leader in public media, both locally, and nationally.
Be a trusted resource of information and inspiration for individuals.
Be a preferred partner for mission-similar organizations.
Be a preeminent public institution in and for the state of Minnesota.

MISSION

Enrich lives and strengthen our community through the power of media.

VALUES

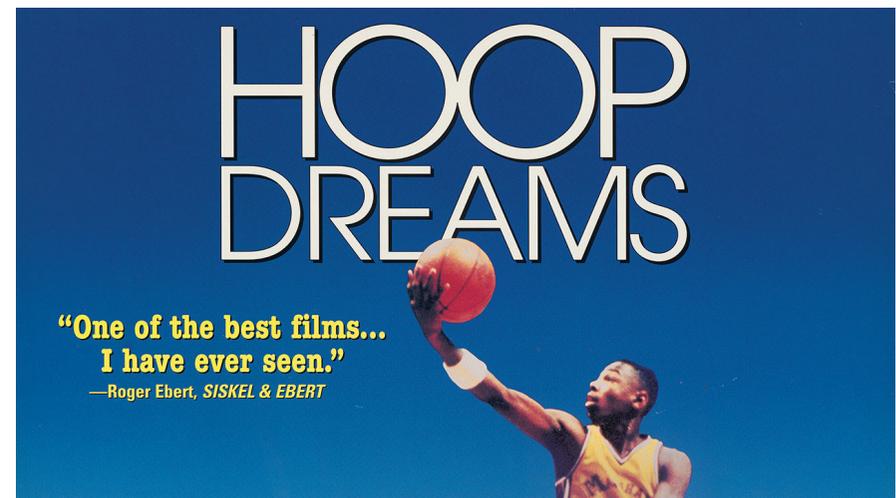
- **Earn and re-earn the public trust**
- **Seek diversity & excellence in people, ideas & services**
- **Build & nourish relationships across our communities**
- **Think creatively**
- **Take responsibility for our actions & results**
- **Win together!**
- **Behave ethically, honestly & fairly**
- **Lean in, act with courage, challenge the status quo**
- **Learn continuously**
- **Be obsessive about the needs of our audience**



PROGRAMMING

Programming at TPT may be inspirational, entertaining, educational, imaginative, cultural and informative. Everyday, TPT brings the shows people love into their homes.

TPT is the go-to channel for fans of *Downton Abbey* and other costume drama period pieces. Travel documentaries provide an escape from the comfort of a viewer's home. Science and nature shows such as *NOVA* and *Nature* provide many hours of educational viewing.



The iconic documentary *Hoop Dreams* was produced by KTCA in 1994.

PROGRAMMING , cont.

Children's Broadcasting

When KTCA launched in 1957, the broadcasts revolved around educational programming for kids. The devotion to children's programming continues with 24/7 **PBS Kids** channel and streaming platform that can be accessed at any time and any place. TPT hosts a variety of family-friendly activities, including a free monthly event, *Second Saturdays*. This event allows youth to meet and greet their favorite PBS Kids characters and to participate in hands-on activities. Popular children's programs include *Sesame Street*, *Curious George*, *Daniel Tiger*, *Arthur*, and *Molly of Denali*.

Educational

TPT relentlessly promotes the importance of science, technology, engineering and math (STEM) programming. Programs include *Newton's Apple* and *Dragonfly TV*. A commitment to STEM paved the way for *SciGirls*, TPT's National Science Foundation-funded program that uses English and Spanish language broadcast, digital media and national outreach programming to engage youth, families and educators nationwide around STEM. By combining an Emmy Award-winning PBS series, multiple websites, hands-on activities and professional development workshops, *SciGirls* reaches millions on-the-air, online and in communities, inspiring the next generation of STEM superstars. TPT engaged more than 7,000 students in the Twin Cities through the *SciGirls Connect* outreach network. These students learn more about STEM as well as exposure to broadcasting careers.



TPT Learn was introduced in 2020 as schools and families were adapting to new ways of learning during the pandemic. This initiative highlights high-quality, trusted educational media and aligned resources with hands-on activities, lessons and professional development for educators. Free media-enriched programming for parents and children to view together includes *Camp TV* and *Virtual Second Saturdays*

Public Affairs

Since 1984, the statewide public affairs weekly "variety show," *Almanac* has informed residents, voters and policy-makers about issues facing our cities and state. Topics range



range from politics to the environment, from healthcare reform to education, and include a little cultural entertainment.

In addition, TPT features award-winning PBS programs such as *PBS NewsHour* and *Frontline*, which offer focused, balanced portraits of national affairs.

PROGRAMMING, cont'd.

Arts

TPT serves as both stage and studio for the arts with a blend of broadcast shows, digital-exclusive stories, live concerts and pop-up performances. TPT connects arts and communities with programs such as *Austin City Limits* and *Great Performances*,



Aging

Next Avenue is geared to people over 50. Next Avenue brings stories, special features, videos and resources on issues that matter as we age such as health, finances, caregiving, work and quality living.

The mission of Next Avenue is *to meet the needs and unleash the potential of older Americans through the power of media.*

Twin Cities PBS (“TPT”) is seeking a dynamic leader on the cutting-edge of human resources strategy, development, and deployment. Reporting to TPT’s President/CEO, the VP/HR will implement TPT’s strategic plan by improving and enhancing TPT’s ability to attract, retain, reward and develop diverse talent. The VP/HR will have responsibility for talent management, recruitment, compliance, training & development, compensation, business continuity, payroll, and benefits. The ideal candidate will have a proven track record handling complex HR matters and multiple simultaneous responsibilities, balancing short and long-term planning with the urgency of immediate demands. The VP/HR will ensure all aspects of the employee life-cycle are supported and optimized according to TPT’s culture, values and mission. In addition, the VP/HR should demonstrate the ability to be proactive and mitigate risk for the organization while supporting the President/CEO and the Chief Inclusion Officer in creating an engaging and values-based, world-class environment for staff and clients.

Essential Responsibilities

Human Resources Strategy Development

- In collaboration with the President/CEO, recommend and maintain organizational structure and staffing levels to accomplish TPT’s goals and objectives.
- Oversee TPT’s compensation strategy and program design and development and recommend improvements to the benefits program to facilitate employee retention.
- Ensure all operational and compliance related HR work streams are completed with accuracy and efficacy and support the timelines and needs of the overall organization without conflicting with business priorities.

HR Policies, Procedures, and Systems

- Maintain up-to-date knowledge of employment law. Manage the preparation and maintenance of reports necessary and suggest policy modifications and changes based on legislation and environmental dynamics.
- Ensure compliance with state and federal laws, including but not limited to FCC, Fair Labor Standards Act, Family Medical Leave Act, Americans with Disabilities Act, Workers Compensation, etc.
- Review and recommend revisions to current TPT HR policies and procedures to ensure compliance and effective implementation of new and changing federal, state, and local requirements.

Recruitment and Talent Development

- In collaboration with the President/CEO, Chief Inclusion Officer and TPT leadership, maintain and implement talent acquisition, development, and retention strategies that ensure the foundation is staffed appropriately with the right talent at the right time in alignment with strategic objectives.
- Partner with managers and provide expertise, guidance and assistance to recruit, interview, select, and hire staff utilizing equitable and inclusive processes and practices.
- Collaborate with cross-departmental teams to develop, implement, and continuously improve a comprehensive on-boarding program for new employees. Determine the need for and manage the engagement of temporary employees.

*Essential Responsibilities, cont.**Compensation and Benefits*

- Provide analytical and technical support in developing and delivering compensation and benefits programs. Collect and analyze market data on compensation practices, salary levels, and trends to ensure TPT's compensation practices are appropriately competitive.
- Work with contracted benefits consultants in evaluating and selecting health and other benefit products and services. Oversee the administration of all benefit programs and coordinate the full lifecycle of the open enrollment process.
- Assist the Board of Trustees with the annual executive compensation, goals and review for TPT's President/CEO.

Employee Relations

- Facilitate conflict resolution, advising, coaching and counseling involving employees; support management and employees in the resolution of job performance issues.
- Respectfully resolve employee issues, complaints and grievances, ensuring that any corrective actions are in compliance with CBAs, state and federal regulations and TPT policies.
- Maintain confidential, ethical, respectful, and open communication with employees.

Performance Management

- Develop holistic, effective, equitable evaluation processes and tools; provide training to managers and staff on evaluation tools, techniques, and processes.
- Coordinate and collaborate with supervisors in the development and implementation of performance evaluations and lead the annual review process.
- Support staff in setting goals and developing work plans, effectively communicating performance expectations and outcomes, creating two-way communication loops, performance monitoring, and skills development and performance enhancement.

*Essential Responsibilities, cont.**Senior Management*

- Serve as an active member of the senior management team.
- Serve as the TPT's Labor Relations Officer including serving as the Chief Negotiator for the collective bargaining agreements.
- Support the Chief Inclusion Officer to advance TPT's Inclusion, Diversity, Equity and Accessibility goals by collaboratively developing and implementing equitable recruitment, retention, training and development practices that create an inclusive environment where staff can thrive.
- Consult with the Finance Department with respect to HRIS systems,

Budget Management

- Oversee HR budgets.

*Qualifications**Education and Experience*

Bachelor's degree in Human Resources, Organizational Development, Business Administration, or a related combination of experience and education. Several years of broad senior-level human resources experience, including design, development, and implementation of effective recruitment strategies and plans, compensation and benefits programs, and performance management systems and processes. Background and expertise in providing consultative, facilitation, and resolution strategies to address employee relations matters. Experience in examining and re-engineering operations and procedures, formulating policy, and developing and implementing new systems and processes is also required.

The ideal candidate will possess the following:

- Director level or above leadership of human resource operations
- An advisor to C-Suite levels
- Management and leadership of a multi-department human resources function
- Knowledge of employment law and state/federal compliance requirements
- SPHR certification

*Qualifications, cont.**Education and Experience, con't.*

- Experience in the philanthropic or non-profit sector
- Experience with all facets of human resources management to include the deployment of an enterprise-wide compensation strategy
- Strong foundational knowledge of talent management and the deployment of strategic recruiting and retention programming
- A track record of leading efficiency/process improvements, which result in heightened customer satisfaction
- Experience optimizing the functionality of existing or new HR systems
- Experience building a welcoming and engaging workplace culture
- Passion for inclusion and equity along with a background working effectively and sensitively with individuals of varying identities and experiences

Knowledge, Skills and Competencies

- Strong interpersonal, communication, and presentation skills.
- Organizational management principles that advance the hiring of a diverse workforce and the creation of a diverse, equitable and inclusive organization
- Negotiate matters related to collective bargaining agreements and manage labor relations matters.
- Automated management information systems, including Ultipro
- Incorporate technology in providing efficient and effective human resources practices.
- Ability to exercise the utmost confidentiality and discretion.
- Strong computer skills in the Microsoft environment, including Outlook, Word, Excel, PowerPoint.
- Strong knowledge of state and federal employment laws and regulations.
- Exceptional supervisory skills with strong coaching and conflict resolution abilities.
- Must be able to work at all levels of HR - strategic, operational, and tactical.
- Demonstrated ability to work collaboratively with all staff and influence outcomes across departments.
- Excellent organizational skills and ability to motivate teams to produce quality materials within tight timeframes and simultaneously manage several projects. Ability to respond to multiple and competing demands.
- Masters degree in Human Resources, Business, Organizational Development, Law or a related field from an accredited higher education institution preferred.

Compensation and Benefits

The compensation range is \$140,000-\$160,000 and includes participation in the organization's benefits plan.

WE INVITE YOU TO GET IN TOUCH.



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