

## KOAHNIC BROADCAST CORPORATION JOB DESCRIPTION

**JOB TITLE:** GM of Media **DATE:** January 23, 2026

**FLSA:** Exempt **DIVISION:** Koahnic Broadcast Corporation

**REPORTS TO:** Chief Executive Officer

**LOCATION:** Remote candidates will be considered, but regular presence in both Anchorage and Albuquerque is required.

**DEADLINE TO APPLY:** February 6, 2026

**EARLIEST START DATE:** March 1, 2026

### **About Koahnic Broadcast Corporation (KBC)**

Koahnic Broadcast Corporation (KBC) is a leader in Indigenous media, operating award-winning radio networks and national content initiatives, including KNBA, National Native News (NNN), Native America Calling (NAC), INDIGEFI, RIVR, and NV1. KBC amplifies Indigenous voices and stories through authentic journalism, culturally resonant storytelling, Indigenous music and cultural programming, and impactful partnerships. Our mission is to be the most trusted resource for authentic Indigenous perspectives, voices, and stories, delivering multi-platform content that informs, inspires, and uplifts the communities we serve. Headquartered in Anchorage, AK, KBC also has a national production office in Albuquerque, NM.

### **The Opportunity**

Koahnic Broadcast Corporation (KBC) is at a pivotal moment of growth—expanding the reach and depth of Indigenous journalism, storytelling, and music while strengthening systems that support long-term sustainability. Backed by a bold strategic plan, KBC is building new infrastructure to support original content creation, audience growth, revenue awareness, and national visibility across its media platforms.

The General Manager of Media (GM of Media) is a newly created executive role, reporting to the CEO and serving as a peer to the Chief Development Officer (CDO). This role is designed to unify content strategy and media operations, strengthen cross-department alignment, and provide oversight of KBC’s national media portfolio. The GM of Media will lead a dynamic team in shaping KBC’s future – ensuring content excellence is matched with operational cohesion and long-term growth.

We seek a strategic, visionary leader with sharp instincts across formats and platforms who can transform audience experiences through journalism, storytelling, and music grounded in Indigenous truth—designed for both broadcast and digital, and built for sustainability. This individual will bring a track record of nurturing talent, expanding reach to new and underserved audiences, and collaborating across departments to align editorial vision with organizational

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goals. As a collaborative partner across the organization, the GM of Media will be a change agent—reflecting the organization’s values while leading with clarity, compassion, and courage.

### **Details and Position Responsibilities**

The GM of Media is a creative thinker and leader who thrives in a collaborative environment. This is a dual-function executive role that combines content leadership with responsibility for media operations—ensuring that editorial vision and production systems move together in service of KBC’s mission and long-term sustainability. This role also requires a systems-oriented mindset, with the ability to build operational cohesion across geographically distributed teams and ensure that content production and distribution workflows are aligned, efficient, and future-ready. They will help transform KBC into a digital-first organization while continuing to serve traditional audiences through radio and broadcast channels. The GM of Media will partner with programming and events teams to create dynamic, community-based media experiences. A central need is a leader who can think across platforms and functions for maximum impact and mission alignment while also imagining and enabling new pathways to funding Koahnic’s growing slate of cross-platform initiatives.

- Collaborate with the CEO to set and drive a national Indigenous media strategy, serving as the central point of leadership for content and media operations while aligning closely with Development and Operations to support organizational sustainability and streamlined reporting.
- Oversee and build cohesion across a multifaceted production and distribution operation that includes both local and national programming, journalism and music programming, audio and video formats, as well as digital and broadcast distribution.
- Develop and implement a measurable content strategy for journalism, storytelling, and entertainment across radio, video, digital, podcast, and social platforms.
- Supervise and collaborate with Assistant GMs for KNBA, News & Culture, and National/Global Distribution (NV1), as well as production, marketing, and digital teams—convening teams across functions to align priorities, workflows, and shared outcomes.
- Oversee signature KBC programs, including NNN, NAC, RIVR, INDIGEFI, and future media projects.
- Identify major Indigenous issues (e.g., environmental justice, water rights, food sovereignty) and partner with aligned organizations to produce storytelling through a collective impact model.
- Work closely with the CDO to design and activate monetization strategies for content and digital platforms.
- Lead the development of video as a core storytelling and revenue-generating format.
- Oversee the potential implementation of the Six Pillar Community Engagement Strategy (provided as part of the Strategic Plan).

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- Use business cases and a greenlight decision matrix (provided as part of the Strategic Plan) to assess new content investments.
- Champion audience growth KPIs, content innovation, and brand leadership.
- Nurture and develop talented staff and foster a culture of accountability, curiosity, and inclusion through collaborative leadership, shared decision-making, and cross-team alignment.
- Serve as a convener and collaborative leader, aligning teams across silos to advance KBC's mission, strategy, and organizational impact.
- Lead with empathy and clarity while building strong relationships across the organization.

### **Working Conditions**

This role may be based remotely or onsite and involves regular collaboration across geographically distributed teams. The General Manager of Media must demonstrate excellence in leading and managing remote teams, building trust, accountability, and cohesion across locations and time zones. Regular onsite presence at the Anchorage headquarters and the Albuquerque location is expected, along with periodic travel for relationship-building, staff engagement, major events, and immersive work with communities and partners in Alaska and across the national media landscape. Evening and weekend work may be required to support multiple time zones, special events, production deadlines, or national media opportunities.

### **Minimum Qualifications**

- Minimum of 10 years of content leadership experience in media, journalism, or broadcasting.
- Five or more years of experience in senior leadership roles.
- Demonstrated success overseeing multi-platform content strategies and building high-performing teams.
- Experience developing and monetizing digital channels and content, including video.
- Proven record of strategic collaboration with fundraising, marketing, and business operations.
- Proven experience leading and managing distributed or remote teams, with strong communication skills and comfort with regular travel for in-person leadership and relationship-building.
- Exceptional communicator, creative thinker, and problem solver.
- Experience using audience analytics, insights, and measurement to inform decisions.
- Strong understanding of media partnerships and the business of media.
- Commitment to learning about Native American and Alaska Native cultures, tribal structures, Indigenous communities, and issues.

### **Preferred Qualifications**

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- Expertise in shaping content for digital audiences and a deep understanding of audiences across platforms.
- Prior experience in public media or nonprofit media organizations.
- Experience implementing collective impact or cross-sector storytelling initiatives.
- Knowledge of Native American and Alaska Native cultures, tribal structures, Indigenous communities, and issues.
- Familiarity with analytics tools and digital engagement metrics.
- Excellence in organizational management with the ability to coach staff, develop high-performing teams, and build strategic objectives.
- Experience supporting senior leadership in communicating media or organizational strategy, performance, and opportunities to internal and organizational stakeholders.
- Bachelor's degree or equivalent combination of education, training, and experience.

Koahnic Broadcast Corporation is an Equal Opportunity Employer.

### **Salary Range**

\$100,000 - \$120,000 annually. Bonus eligibility based on experience.

### Benefits

- KBC pays health insurance premiums at 85% of cost
- 401(k) Fidelity Investments
- 13 days Paid Holidays
- Annual leave of 2 weeks-4 weeks of accrual based on longevity.
- Medical Leave accrual of up to 10 days/year

***To Apply: Send Resume, Letter of Interest, and Application Form to [HR@knba.org](mailto:HR@knba.org). Visit [knba.org/employment](https://www.knba.org/employment) to access our application form: <https://www.knba.org/employment>***