

Senior Manager, Primetime Programming and Acquisitions

The Opportunity

Knowledge Network, British Columbia's public broadcaster and streamer is seeking a dynamic and experienced Senior Manager of Primetime Programming and Acquisitions to lead on the strategic sourcing, acquisition and scheduling of premium Canadian and global content for adult audiences on our broadcast channel and our K: streaming service.

Knowledge Network provides a trusted source of quality, curated, free and commercial-free content for television audiences across British Columbia and streaming audiences across Canada. As a public service, we focus on serving and reflecting diverse BC audiences, rather than selling eyeballs to advertisers. Our service enriches minds, fosters understanding and contributes to a connected and more informed society.

Our "primetime" (6PM - 6AM) broadcast schedule and K: streaming service focus on serving adult viewers (40+) in British Columbia with curious minds. We program within four main genres: premium international drama; factual series (travel, nature, history, science, environment, art, culture); POV documentaries and performing arts programs.

Opportunities like this don't come around very often. In this role you will have the unique chance to build on a strong programming architecture, explore the Canadian and global marketplace for content that matches the expectations of our audiences, fits our brand, and ensures our offering reflects the purpose, values and mandate of Knowledge Network. You will optimize programming for our broadcast and streaming service and identify innovative strategies to obtain rights to a compelling program inventory.

Reporting to the President + CEO and as a member of the Knowledge Leadership Team, you'll work closely with a small but talented programming team across departments including one direct-report and functional supervision of two team members in our Business Affairs department. A passion for public broadcasting and a belief in the value of Knowledge Network is woven into the fabric of our organization and our people, your work will touch every aspect of our business and make a difference in the lives of British Columbians.

Who We Are:

Knowledge Network is British Columbia's provincial public broadcaster, operating a free and commercial-free television channel in B.C. and streaming services across Canada. The Knowledge brand is unique – we are not selling a product but providing a service rooted in the values of curiosity, commitment, inclusivity and accountability.

Funded by an annual operating grant from the provincial government and donations from loyal viewers, Knowledge Network offers curated programming from all over the world and award-winning Knowledge Originals from BC filmmakers. We provide British Columbians with trusted free and commercial-free content that enriches minds, fosters understanding and contributes to a connected and more informed society.

We respectfully acknowledge the x̣ẉməθḳẉəỵ' əm (Musqueam), Ṣḳwx̣ẉú7mesh (Squamish), and sə̣lilẉətạɪ (Tsleil-Waututh) Peoples on whose unceded traditional territories our Burnaby office is located.

What You will be Doing:

Primetime Broadcast Schedule Planning and Programming

- Refine and evolve scheduling strategy and architecture, based on research, audience analysis, viewer feedback, Knowledge's strategic goals, challenges and opportunities within the changing marketplace, and conditions of license requirements.
- Ensure the broadcast schedule supports organizational goals, mandate letter priorities and maximizes the potential for audience growth within our core demographic.
- Manage all aspects of the season-by-season scheduling process. This process establishes the annual workflow for all primetime programming-related activities (business affairs, delivery + ingest, promotions, etc).
- Ensure the seasonal broadcast schedules are compliant in terms of our CRTC conditions of license, including Canadian content and descriptive video requirements.
- Develop seasonal plans, including promotional priorities, special programming themes and other special events, for the primetime broadcast schedule.
- Work with the Senior Manager, Independent Production to identify optimal scheduling of Knowledge commissions, pre-licenses and pre-buys.
- Develop programming strategies to support donor-acquisition campaigns and the annual Knowledge Network contest.
- Oversee the scheduling of the 6PM – 6AM broadcast schedule, in collaboration with other members of the programming and business affairs team.

- Review the schedule in terms of gaps/needs and develop a list of required action items on a seasonal basis. Continually assess and refine schedule plans and timeslots to manage holdbacks, opportunities, funder requirements, etc. Review outstanding items on a regular basis, in advance of each scheduling kill date and adapt scheduling plans as required.
- Present the new Primetime schedule to internal staff at seasonal preview meetings along with developing seasonal grids and presentation materials.
- Collaborate with the Broadcast Inventory Supervisor to code, archive, purge and effectively manage program inventory in BroadView, our broadcast management software system.
- Provide guidance and input into the development of the Primetime Promo Plan drafted seasonally by the Brand and Audience Engagement department.
- Work with Audience Research to better understand our target audiences, their programming interests and viewing habits as well as performance against competitor networks. Continually look for ways to use available data to inform programming and scheduling strategy.

Streaming Service Planning and Programming

- Maximize available inventory in the overnight broadcast schedule to trigger online streaming rights.
- Participate as required in the redevelopment of Knowledge Prime apps/website.
- Consult with the Streaming Platforms department on issues related to Knowledge Prime apps/website.
- Develop playlists for the streaming service in coordination with the Brand and Audience Engagement department
- Work with Audience Research to better understand the differences between our broadcast and streaming audiences and adapt programming strategies accordingly.

Primetime Acquisitions

- Oversee acquisitions of drama, factual series, POV documentaries, performing arts programs, specials and interstitials for Knowledge Prime.
- Research appropriate and available programming through establishing and maintaining strong relationships with distributors, producers and other broadcasters, attendance at international markets and festivals, and ongoing scanning of trades and industry publications.
- Identify, evaluate and select high quality content within our core programming genres that will resonate with our target audiences and programming objectives.

- Create acquisition packages with distributors to maximize purchasing power and future opportunities to secure premium titles.
- Maintain tracking database of potential acquisitions.
- Determine screening priorities based on annual and seasonal scheduling plans and programming needs and opportunities in the marketplace.
- Establish deal points for negotiation by Business Affairs, track status of ongoing negotiations and provide guidance and feedback as required.
- Whenever possible, negotiate streaming rights for titles purchased for the broadcast service.
- Based on available budget, secure select titles for streaming-only (following the same general strategy outlined above).

Strategic Leadership & Management

- Participate in strategic planning, decision-making and collaborate on cross-departmental initiatives.
- Provide direction, mentorship and guidance for all team members to support a high-performing, inclusive and respectful workplace.
- Manage the annual department budget, plans and objectives, tracking actuals, commitments and forecasts and reporting on progress with strategic and operational goals and objectives.

What You Bring to the Team:

Experience & Knowledge:

- Prior experience in a similar role managing broadcast and streaming content at a broadcaster, streaming service, or digital media organization, preferably cross-genre in relevant areas such as drama, POV documentary and factual.
- Considerable experience in a scheduling or programming role with demonstrable success in delivering creative schedules/content release plans that effectively reach target audiences.
- Experience in program and content acquisitions, and an established contact base with distributors.
- Good knowledge of the international TV market and its content.
- Thorough knowledge of audience research and data and how it can be utilized to enhance strategic scheduling and content decisions.

- Solid understanding of standard rights scenarios, including linear and non-linear exploitation.
- Experience in developing programming strategies that engage and represent diverse audiences.
- Broad literacy and general knowledge of issues and trends in society as well as in the broadcast and streaming environment.
- Solid knowledge of the Canadian television industry, regulatory bodies, and broadcast and streaming management practices.
- Budget planning and management.
- Experience managing people in a creative environment.
- Strong cross-cultural awareness and competencies.

Skills & Abilities:

- Ability to review a broadcast schedule from a myriad of perspectives simultaneously, balance often-competing objectives and identify and evaluate opportunities for schedule enhancement.
- Ability to make program evaluations based on factors such as depth of content, thoroughness of treatment, perspective and integrity, as well as technical standards, and audience appeal.
- Able to precisely manage a large volume of complex and detailed information in a highly process-oriented environment.
- Meticulous attention to detail and exceptional standards for quality.
- An articulate communicator.
- A creative dealmaker.
- An avid viewer of television and film with good knowledge of the evolving media landscape.
- A genuine passion for public broadcasting and the content that inspires our audiences.
- Clear ability to demonstrate critical and strategic thinking and leadership.
- Ability to work collaboratively with colleagues across several departments and levels.
- Strong interpersonal skills, maintaining courtesy, empathy and professionalism throughout all internal and external communications.

What We Bring:

Knowledge Network is a stable, trusted and inclusive employer. We believe employees are our number one asset. As such, we offer competitive benefits including:

- A Competitive Salary - \$101,898 - \$124,915 annually

Put your KNOWLEDGE to work.

- A Defined Benefit Pension Plan – College Pension Plan with employer contributions
- Generous Vacation Entitlement - starting at 4 weeks along with 13 annual statutory holidays.
- 100% Employer-paid dental, extended health, vision care for you and your family
- Wellness supports, including an Employee and Family Assistance Program, lunch and learn seminars, and mental health resources.
- Work-Life Balance – hybrid work option with flexible work schedules.
- Training and Professional Development funds to support your continuous learning and development.

Knowledge Network is committed to employment equity and building a skilled, diverse workforce that reflects the communities in which we serve. We welcome applications from all qualified individuals and encourage candidates to voluntarily indicate in their cover letter if they are a member of a First Nations group, Inuk or Métis; a racialized person; a person with a disability; a woman; or 2SLGBTQI+.

Knowledge Network is committed to developing inclusive, barrier-free selection processes and work environments. If you require accommodations at any point during the application and hiring process, including but not limited to, mental health, physical disability, religious practices or medical conditions, please let us know by contacting hr@knowledge.ca.

If you are passionate about this opportunity and want to contribute your experience and expertise, please submit a cover letter and resume to hr@knowledge.ca, by October 18, 2024. We thank all applicants for their interest; only those selected for an interview will be contacted.

This position is only open to those legally entitled to work in Canada. Knowledge Network encourages applications from across the country and will offer relocation assistance.

Put your **KNOWLEDGE** to work.