

**POSITION:** Chief Executive Officer

**ORGANIZATION:** The Philadelphia Public-Interest Information Network

**REPORTS TO:** Board of Directors

**LOCATION:** Philadelphia, PA

**Philadelphia Public-Interest Information Network (PPIIN)**

The Temple University School of Communications & Theater seeks an ambitious, entrepreneurial chief executive to design and manage a new non-profit organization, currently called the Philadelphia Public-Interest Information Network (PPIIN) – a new media venture for the city and surrounding region. The project is funded by the William Penn Foundation through an initial \$2.4 million grant that the CEO and her or his leadership team will grow to a \$5-7M five-year launch budget.

The goal of this initiative is to create a flexible, adaptive, and multi-faceted Network to generate innovative reporting, discussion and debate of public affairs and to serve as a hub connecting the Philadelphia region’s various information services, its civic groups, community decision makers and members of the public who are interested in improving public policy. The vision for PPIIN sees it becoming a catalyst for both more robust coverage of the area and better governance within it.

The Chief Executive Officer will be charged with creating and sustaining a transformative media structure and multi-platform outlet for this effort. Accordingly, the CEO should possess experience in building an organization from the ground up and some background in public-affairs news, publishing, and digital media.

**The Position**

The William Penn Foundation grant that underwrites this project stipulates that the CEO will have considerable autonomy in designing all aspects of the Network’s launch and growth. Potentially, these activities will include strengthening and expanding the scope of existing news producers, building partnerships, commissioning and publishing new multiplatform content, developing new audiences, and serving as an incubator for innovative news-related public-policy projects.

Given the ambition and originality of this concept, the CEO should expect to focus during the first year on certain foundational activities, including the development of a three to five-year strategic plan; the hiring of a senior management team, including an editor who is familiar with the region, a director of technology and a director of development and budget. The CEO will be expected to lead the recruitment of a Board of Directors who reflect the civic life of the community and have the business knowledge to help launch pilot programs that reach out to the community.

The CEO's overall job is to create an innovative organization that achieves the William Penn Foundation's ambition to develop a vehicle that ensures that high-quality public-interest news and information improves civic life and public-policy outcomes in the Philadelphia region.

### **Responsibilities**

- Work with the senior management team and Board to develop an audience-focused content plan and cohesive structure for the Network
- Develop marketing plans, collaborative programs and innovative initiatives to engage the community, building a credible public profile to ensure that the organization has the capacity to act as a watchdog on public-interest issues.
- Lead rebranding of the Network, including the selection of a name and logo that signifies the organization's role in public-policy discussions.
- Oversee the growth of the Network, assessing and engaging with the existing public affairs and public-interest news and information services in the Philadelphia area.
- Develop revenue-generation strategies, including the management of a Revenue Director who will be charged with securing additional grants, gifts, earned income and other funds associated with developing community partnerships.
- Recruit and interact with a Board of Directors on strategies, marketing, outreach and sustainability.
- Develop forecasts, assessments and priorities for use in organizational and departmental planning, including hiring and partner support.

### **Qualifications**

The ideal candidate should have strong business-related management and organizational skills; possess strong oral and written communication abilities; be a risk – taker with an entrepreneurial vision; demonstrate interest in urban public affairs policies and strategies; and be comfortable working with non-profit and grass roots community organizations.

In addition, candidates should demonstrate the following attributes and competencies:

- Deep commitment to transparent government and to the importance of public-interest journalism, including its best practices and ethics.
- Non-profit management/social entrepreneurship experience, with preference for experience in media and journalism.
- A dynamic, facilitative, and collaborative leadership style that will motivate staff and partner organizations for to advance PPIIN’s mission.
- Experience in digital media, social networking, and non-traditional content delivery.
- Demonstrated ability to recruit and manage a diverse, skilled, and professional team.
- Experience managing relationships with diverse stakeholders.

The CEO position is open immediately. Initially, the CEO will work with the Director of Temple University’s Center for Public Interest Journalism to start the venture, and will then launch the Network as an independent non-profit corporation.

### **The William Penn Foundation**

The William Penn Foundation, founded in 1945 by Otto and Phoebe Haas, is dedicated to improving the quality of life in the Greater Philadelphia region through efforts that foster rich cultural expression, strengthen children’s futures, and deepen connections to nature and community. In partnership with others, the Foundation works to advance a vital, just, and caring community. The Foundation's assets were approximately \$2 billion at the close of 2010. For more information, visit the Foundation’s website, [www.williampenfoundation.org](http://www.williampenfoundation.org).

### **Temple University**

Founded in 1884 by Dr. Russell Conwell, Temple College became Temple University ([www.temple.edu](http://www.temple.edu)) in 1907 and has evolved over the last century into a comprehensive urban research institution. Talented faculty and a broad curriculum of nearly 300 academic programs provide superior educational opportunities for academically talented and highly motivated students without regard to their status or station in life.

In fall 2010, the University had a total enrollment of 32,207 full-time and 7,377 part-time students at all campuses.

Temple University comprises 17 schools and colleges, including the School of Communications and Theater, which houses the Journalism Department. Temple is one of the largest providers of professional education (law, medicine, dentistry, pharmacy, and podiatry) in the country. In addition to its seven professional degree programs, the University offers two associate degree programs, 134 bachelor's degree programs, 121 master's degree programs, and 56 doctoral degree programs at seven campuses in Pennsylvania, its international campuses in Rome and Tokyo, and at sites in London, Beijing, and six other locations worldwide.