Minnesota Public Media Minority Fellowship

“Net Generation Content Specialist”

_tpt_ is pleased to announce its 2012 Minnesota Public Television Minority Fellowship program. This program is designed to offer minority candidates an exceptional opportunity to pursue a career in public non-profit media. The program combines on the job training with pursuit of a challenging project under the direction of the Executive Team at _tpt_.

This position is open to minority candidates who are either:

- Graduate students currently enrolled in an advanced degree program, or have recently completed such work, or,
- Professionals who have completed a minimum of a Bachelor’s Degree program, are currently engaged in a career-track position, and whose work experience would bring benefit in a non-profit, public media setting.

This is a temporary position; duration of this Fellowship will be a period of approximately one (1) year of full time work.

About _tpt_:

_tpt_ is a mission and values centered media organization that has served the Twin Cities and surrounding region since 1957. We strongly believe that our work creates a stronger, more vibrant and better-informed community.

We provide our team with an environment of growth and opportunity, and embrace a set of core values:

- Be an exemplary steward of the public trust
- Seek diversity and excellence in people, ideas and services
- Build and nourish relationships in the community
- Think creatively
- Help each other succeed as colleagues

TPT seeks diversity and excellence in people, ideas and services. We do exceptional work by working as a team of exceptionally talented individuals. We strive to recruit candidates that embrace these values.

About the Fellowship:

In addition to developing a personal working understanding of public media – both its creative and administrative aspects – the Fellow will be charged with assisting the Chief Content Officer in developing a vision for innovative media products and services for the “Net Generation” - so-called “Millennials” who have lived their entire lives in a digital world.

The work will include – but will not be limited to:

- Surveying public media and other non-profit providers nationwide (not limited to television) to define the range of Net Gen work already underway;
- Organizing & facilitating Net Gen discussion groups (among staff and citizens) to calibrate for ourselves their expectations and desires for public media, and frame the opportunity;
- Networking and conversing with experts and opinion-leaders in matters Net Gen to stimulate new thinking; and, finally,
- Developing (in concert with the CCO and CEO) a vision for _tpt_’s service for Millennials and a tactical plan to address it.

The successful candidate will meet the following minimum qualifications:

- Be a Minnesota resident;
- Have successfully completed a Bachelor’s degree program;
- Be enrolled in or recently having completed a graduate degree program or, alternatively, be engaged in a career-track position with work experience would bring benefit in a non-profit, public media setting;
- Have specific interest and experience in Net Generation audiences.
In addition the following qualities are sought:

- Demonstrated leadership ability;
- Attention to detail and quality work;
- Able to work successfully on both a strategic and tactical level;
- Exceptional communications skills;
- The ability to guide discussions and distill learnings that can be used to craft a strategic plan;
- Proven organizational and time management skills;
- The ability to work both collegially and independently, as required;
- Experience with strategic project design and execution management;
- The ability to build and maintain relationships with internal and external constituents; and,
- Academic and/or professional work experience with Net Generation groups.

Interested applicants:

Interested candidates should contact Sean Fetterman, Director of Recruiting, Training & Diversity, at sfetterman@tpt.org or call 651-229-1438.

Twin Cities Public Television is an Equal Opportunity Employer/AAP

Sean Fetterman  |  Director of Recruiting, Training & Diversity

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Our mission: "Enrich lives and strengthen our community through the power of the media."