



Executive Director, WilliNet

Williamstown, Massachusetts

WilliNet is ready for its next bold chapter and we're looking for a dynamic Executive Director to help write it. WilliNet TV is Williamstown's community media hub - a PEG (Public, Educational, and Government) access station where town government meets creativity, where school events share airtime with local sports, and where residents don't just watch media... they make it. We believe access to media is access to voice and access to voice is essential to a healthy democracy.

This role is for a leader who gets excited about that. We're seeking someone who sees storytelling as civic power. Someone who thrives on connection - building partnerships, mentoring creators, collaborating with local officials, and bringing new ideas to life. This is an opportunity to shape how a community communicates with itself. WilliNet broadcasts town meetings, school committee discussions, cultural events, athletics, and locally produced programming on Charter/Spectrum channels 1301, 1302, and 1303. Programming streams on willinet.org and on our streaming app on Roku, Apple TV, and Amazon Fire TV. And behind the scenes, we provide residents free access to equipment, training, and the tools to turn ideas into productions.

The Executive Director is both the steady hand and the spark - guiding daily operations while driving vision and growth. You'll oversee programming and distribution, supervise a part-time Production Manager, steward finances and fundraising, maintain facilities and equipment, and cultivate strong relationships with community partners and the Board of Directors. We're looking for someone who is strategic and creative, organized and imaginative, and a strong communicator who understands both production workflows and community dynamics. Most of all, we want a leader who believes that local stories matter and who is energized by helping people tell them. If you're ready to champion community media and strengthen civic life in Williamstown, we'd love to hear from you. For a more detailed list of job responsibilities, please see below.

Williamstown is in northwestern Massachusetts, in the heart of the Berkshires, approximately three hours from New York City, Boston, and Burlington, Vermont, and is home to Williams College, The Clark Art Institute, and 7500 residents.

Required Qualifications

- Demonstrated leadership and management experience in a nonprofit, community media, arts, education, or related organization.
- Experience working in public access television, media production (radio/video), journalism, media distribution; and/or communication systems.
- Strong financial and organizational management skills.
- Excellent written and verbal communication skills.
- Experience working collaboratively with a Board of Directors and community partners.
- A clear commitment to community engagement, equity, and public service.

Preferred Qualifications

- Grant writing and fundraising experience.
- Familiarity with municipal partnerships.
- Knowledge of public access regulations and media operations.

Compensation

- Salary is commensurate with experience, with an approximate range from \$65,000 to \$75,000.
- Benefits will include health insurance, flexible scheduling, and paid time off.
- This full-time salaried position is based in Williamstown, Massachusetts and includes some evening and weekend commitments.
- WillNet is an equal opportunity employer and encourages candidates from diverse backgrounds to apply.

How to Apply

Interested candidates should submit a cover letter and resume. All applications received before **March 30 2026** will receive full consideration, all applicants after April 1 2026 will be reviewed until the position is filled. Questions? We'd love to hear from you: willinetsarch@gmail.com

[To Apply: Application material submission form.](#)



WilliNet

Executive Director, Job Description

The following are the key responsibilities of the Executive Director.

Operations & Staff Management

- Supervise and manage day-to-day operations and technical aspects of the organization.
- Oversee facility and equipment usage, trainings, and production workflows.
- Oversee and manage equipment inventory, including production equipment, media playback and distribution, and IT infrastructure.
- Oversee and manage website and website integration with media playback system.
- Recruit, supervise, and evaluate one part-time staff member, contractors, and volunteers.
- Implement Board-approved personnel policies and procedures.
- Promote professional development and cultivate a safe, positive work environment.
- Negotiate and contract with outside service providers and consultants, as budgeted.
- Work with consulting engineer to maintain equipment at WilliNet and Meeting Room at Town Hall; servers; software updates; office IT infrastructure.
- Interact with the building landlord for physical plant needs.
- Oversee technical quality of output signals across all broadcast platforms.
- Ensure the capital equipment inventory is kept up to date; specify and purchase as per capital expenditure approvals from the Board of Directors.
- Provide as-needed production assistance/direction both in-studio, post-production, on-location.
- Create and produce TV programming, including as host/interviewer/post-production as needed.

Programs & Community Engagement

- Oversee the development and delivery of WilliNet's programming, training, and media access services.
- Promote inclusive access to media resources for residents, nonprofits, schools, and local government.
- Build and maintain strong partnerships with community and cultural organizations, educational institutions, and regional media networks.
- Advocate on behalf of the organization in the areas of legislation, federal, state and local policy and regional cooperation, and inform the Board of these efforts.
- Articulate and advocate for WilliNet needs in Town Cable License Renewal Agreements.

Financial Management & Fundraising

- Oversee all financial operations, including budgeting, financial reporting, and fiscal controls, including: annual budget, monitoring accounts payable, working with bookkeeper and board treasurer, monitoring payroll and benefits, oversee tax filings, monitor and maintain payments to vendors, monitor Charter/Spectrum agreement.
- Work with the Board of Directors to ensure financial stability and transparency.

- Lead fundraising efforts, including grant writing, annual appeal, donor cultivation, and special events.
- Manage relationships with municipal partners and ensure compliance with funding, memoranda of understanding, and other obligations.

Organizational Leadership & Strategy

- Partner with the Board of Directors to develop and implement strategic goals that advance Willinet's mission and long-term sustainability.
- Lead organizational planning, assessment, and continuous improvement efforts.
- Ensure that Willinet remains responsive to community needs and emerging trends in media, technology, and public access broadcasting.
- Ensure compliance with all legal, regulatory, and ethical standards applicable to nonprofit and public access media organizations.

Board Relations & Governance

- Serve as the primary staff liaison to the Board of Directors.
- Support effective board governance by providing timely reports, data, and recommendations.
- Assist with board development, recruitment, and orientation as needed.