

# Programming Director Job Description

**Learn about the key requirements, duties, responsibilities, and skills that should be in a programming director job description.**



Programming directors, or media programming directors, oversee the distribution of content for media houses and media distribution companies. They create program schedules, ensure optimal viewership, and analyze indicators, such as focus-group feedback and metrics, to determine optimal planning for programming and broadcast materials.

## Programming Director Job Description

We are searching for a programming director to manage program planning and distribution across all of our distribution platforms. In this role, you will ensure that shows, programs, advertising, and digital content are appropriately scheduled and checked for quality and appropriateness.

To ensure success as a programming director, you should be highly skilled at organizing and coordinating multiple activities within the production process. A top-notch programming director will bring expertise from other

areas of learning, such as editing, project planning, and marketing, to maximize the impact of their role.

## **Programming Director Responsibilities:**

- Creating content and program schedules for media.
- Reviewing content and monitoring the production of content.
- Assigning tasks and roles to team members.
- Ensuring that calendars are up to date and adhered to.
- Managing and coordinating activities between advertising, production, planning, and editing.
- Identifying key opportunities for the business to increase content impact.
- Researching and analyzing viewership and market research on programming.
- Improving revenue and brand awareness through programming and distribution.
- Presenting reports to management on programming and distribution activities.
- Meeting and discussing media programming with clients, producers, creators, and advertisers.

## **Programming Director Requirements:**

- A bachelor's degree in film production, business, marketing, or sales.
- A minimum of 2 years' experience as a station manager, newscast director, production director, or similar role.
- Project management and leadership experience.
- A sound understanding of technical, legal, and operational aspects of media programming.
- Knowledge of production methods, distribution channels, and various entertainment mediums.
- Excellent written and verbal communication skills.
- Possesses critical thinking and decision-making abilities.
- Able to delegate tasks confidently and work with a team.
- Exceptional planning and organizational skills.
- Creative, tactical, and results driven.