

I. Fusión Program Director

Reports to: Encouragement Media Group Vice President of Programming

A. Job Overview

The Ability to Share the Gospel of Jesus Christ with Others

First and foremost, the Fusión Program Director/On-Air Host must be able to effectively minister and communicate to listeners and others in the community the heart of what it means to follow Jesus Christ wholeheartedly. This must come, not simply from head knowledge, but from a vibrant and active daily walk with Jesus Christ as personal Savior and belief that the Bible is the inerrant Word of God.

Under the direction of the Fusión Program Director, Fusión will glorify God by encouraging the most Spanish-speaking people possible while connecting our community in East Texas and pointing people to Jesus Christ.

Programming Scope

The Fusión Program Director is to oversee the programming of Fusión, including: leading the Fusión team, coaching and directing on-air hosts, overseeing all content, music scheduling, selection, music testing, program features, imaging and promos in such a way that God is glorified, our community is involved and more people are pointed to Jesus.

Meet weekly with the VP of Programming to strategize, provide programming updates, seek input and keep them apprised of any significant issues, challenges or opportunities.

B. Programming Responsibilities and Duties

Scope: Coach, train, and cast vision to the Fusión team to ensure best use of on-air talent for Fusión.

- Host a daily show on Fusión while effectively connecting with our target and pointing people to Jesus Christ through emotional connectivity and storytelling
- Ensure that biblical values are prominent in our programming, including airing at least one Bible scripture per hour
- Conduct weekly coaching air checks that are encouraging and help achieve the mission. (Minimum of once a month for each Fusión team member.
- Conduct weekly Fusión air staff meetings focused on edification of staff and enhancing our ministry product according to our mission statement
- Evaluate the daily short-form features for use on Fusión. Daily ensure their content meets with programming goals and our Jesus Christ-focused mission
- Work with Fusión Music Director and Fusión Music Team to select the best music for Fusión that will attract the most listeners, fit our format well musically, and fit with our view of sound theology biblically.
- Work with VP of Programming to ensure maximum effectiveness of on-air sound

II. Fuzión On-Air Host

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The chief aim of the On-Air Host is to utilize our airtime to effectively develop an encouraging relationship with our listeners that glorifies God and points them to Jesus Christ.

B. Show Host Responsibilities and Duties

1. Show prep

Gather, read, print, and utilize show prep material from the Bible, local news sites, the web, and daily life experiences so that we can effectively point people to Jesus Christ.

2. Promotions/Community Connections

- Serve as an emcee at station-sponsored events and community events.
- Attend all Fuzión designated events, concerts, live remotes.
- Regular correspondence with listeners, donors, industry and community leaders to best represent the ministry from a Christ-honoring perspective.
- Conduct tours of the studios, as needed.

3. Voice Tracks

Prepare and produce pre-recorded voice tracks, as needed.

4. On-Air Show

Share scriptures from the Bible every hour. Encourage and uplift audience six times (or more, if directed) an hour in a clear, communicative manner with light-hearted, family-friendly conversation and commentary covering a variety of subjects from Christian faith to family relationships, current events, news, weather, and local topics of interest. Utilize effective storytelling to grow audience.

5. Show Flow

Answer phones, produce and schedule on-air contests and audience interaction. Maintain forward momentum to keep your show moving and the energy up.

6. Show Content

Coordinate content and flow of the show, regarding interviews, promotions, phone calls, and last minute changes.

7. Interviews

Prepare, schedule, and produce interviews with Christian musical artists and community leaders as directed by Fuzión Program Director.



**Fuzión Program Director/On-Air Host
Job Description**



8. PraiseShare Hosting

Provide on-air hosting during our on-air fundraising drives from a Christian perspective

9. Continuing Professional Improvement

Attend other seminars, classes, and conferences pertaining to ministry/industry growth, as needed.

10. Social Media Interaction

Under the direction of the Fusión Outreach Director, engage the Fusión audience through social media, blogs and video to deepen the relationship with our listeners and expand our ministry.

11. Other duties

Other duties as assigned by Fusión Program Director or EMG VP of Programming.

B. Production/Imaging

Scope: Full oversight of production area, providing clear direction ensuring that Fusión imaging between the music is polished, biblically sound and aids us in our mission to encourage people, connect our community and point people to Jesus Christ.

- Attend weekly meeting with Fusión Outreach Director to plan promotion on future projects and update progress on current projects.
- Ensure that all Fusión community outreach projects receive effective on-air promotion
- Oversee promo spot rotations and content to ensure all are brand-consistent and paid promotions are being played according to agreement
- Oversee sweep rotations to ensure freshness, and to ensure that content is clear, concise, and consistent with Christ-focused brand
- Oversee that we have the best imaging possible
- Assemble necessary production talent and tools to accomplish mission

C. Promotions/Community Connections

Scope: Oversee this area as it relates to on-air promotion on Fusión, to ensure we are effectively utilizing our airwaves in a manner that is consistent with our mission and brand of pointing people to Jesus Christ.

- Conduct weekly meeting with Fusión Outreach Director to update progress on current projects.
- Brainstorm with Fusión Outreach Director on future outreaches and promotions and provide wisdom on best practices for existing promotions
- Participate in station community events, concerts and remote broadcasts
- In coordination with Fusión Outreach Director, set on-air staff remote broadcast schedule
- Represent Fusión publicly at community events

D. PraiseShare Fundraiser Programming and Promotion

Scope: Oversee all Fusión programming, on-air production, planning, execution and coordination with other departments in preparing for all on-air fundraisers, modeling fundraising principles set forth in the Bible.

- Ensure that we effectively tell our “story” well each time we open the microphone
- Work with VP of Programming to set daily on-air fundraising schedule
- Host training session(s) well in advance of fundraisers to make the most out of our fundraising time (air check prior to fundraisers – utilizing past fundraisers as a part of this)
- Encourage and coach our team prior to, during and after on-air fundraisers



Fusión Program Director/On-Air Host Job Description



- Make calls to donors prior to fundraisers, asking for their support
- Make calls to donors after fundraisers to thank them for their support

E. Social Media Interaction

Under the direction of the Fusión Outreach Director, engage the Fusión audience through social media, blogs and video to deepen the relationship with our listeners and expand our ministry.

F. Other Responsibilities

- Participate in a leadership role in staff meetings
- Lead staff prayer times and lead devotion times on occasion, based on the Holy Bible.
- Maintain a strong working relationship with all team members
- Other duties as assigned by EMG Vice President of Programming

III. Ministry Qualifications

- A born again believer of Jesus Christ with a strong and growing walk with the Lord (Romans 3:23, Romans 6:23, Romans 5:8, Romans 10:13, Romans 10:9-10)
- A heart for service, with Jesus Christ serving as our example (John 13:1-17)
- Committed to uphold and integrate the Encouragement Media Group model of pointing people to Jesus as a core process and belief. This includes communicating the heart of the Gospel while with listeners in person, by phone, social media, letter or other form of communication. (Mark 16:15, Psalm 96:3)
- Willingness and eagerness to pray to God the Father, through His Son Jesus Christ, verbally (out loud) for and with fellow staff members, listeners and people in the community.
- Ability to answer basic questions about the Christian faith and explain to someone how they can become a Christ-follower
- Agreement with and a willingness to hold to the Encouragement Media Group Statement of Faith in both belief and practice
- Willing and committed to hold to the policies described in our employee manual
- Willing and able to lead and participate in required staff prayer times and Bible-based devotionals in the context of our beliefs as outlined in our Statement of Faith
- Commitment to be active in a local Bible-believing church, recognizing the importance of such a commitment. (Hebrews 10:25, I Timothy 5:17)



C = Constantly (At least Daily)

F = Frequently (At least Weekly)

O = Occasionally (At least Monthly)

R = Rarely (Annually)

*Essential Physical Effort / Working Conditions Marked with an asterisk ***Physical Demands:****Vision/Sight/Hearing:****Physical Strength:**

Standing*	F	Vision-Far Acuity*	F	Sedentary Work*	C
Walking*	F	Vision-Near Acuity*	C	Light Work*	C
Sitting*	C	Vision-Depth Perception*	C	Medium Work	F
Lifting*	F	Vision-Peripheral	C	Heavy Work	F
Carrying*	F	Color Vision*	C	Very Heavy Work	R
Pushing*	O	Listening*	C	Amount / pounds lifted*	50
Pulling*	O	Hearing Acuity	C	Amount / pounds carried*	40
Climbing	O	<u>Environmental Conditions:</u>			
Balancing	O	Extreme Cold	R		
Stooping	O	Extreme Heat	R		
Kneeling	O	Temp Changes	R		
Reaching*	F	Humid	O		
Fine-Motor Handling*	C	Noise*	F		
Time-Sensitive Reactions*	C	Vibration	O		
Feeling*	C	Work Alone and Around Others*	C		
Talking*	C	Time-Sensitive Deadlines*	C		
Rep. Motion*	C	<u>Travel Requirements:</u>			
Eye / Hand Coordination*	C	Local day trips*	C		
Eye / Foot Coordination	F	Overnight	O		