



Traffic Manager

- Location:** Madison, Wisconsin
- Department:** PUBLIC MEDIA/WPR
- Category:** Public Broadcasting
- Employment Type:** Partially Remote
- Employment Type:** Staff-Full Time
- Application Period Opens:** Mar 4 2024 at 12:30 AM CST
- Apply By:** Mar 18 2024 at 11:55 PM CDT
- Job Number:** 294552-AS

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Job Summary:

Wisconsin Public Radio (WPR) (www.wpr.org), within the division of Wisconsin Public Media (www.wpm.wisc.edu), is seeking a full-time Traffic Manager to lead a self-motivated team that is responsible for the critical function of traffic administration. This position will work closely with staff in the programming, development, and engineering units and will serve as a subject matter expert. This is an exciting opportunity to play a key role in the center of a state-wide news and music station where you will be able to use your skills and develop new ones and help deliver WPR's content to thousands of listeners every single day.

The Traffic team manages all of the spots run on WPR's state-wide networks, both broadcast and digital. Examples of daily work include: building and reconciling logs (17), creating clock templates, answering questions about inventory/copy/billing with business sponsorship representatives, troubleshooting and problem solving for the client and business development staff ensuring quick and correct resolution, and overseeing the daily tasks of the team. Our ideal candidate will be goal and detail oriented, self-motivated, analytical, enjoy problem solving and learning new things, and embrace working collaboratively with a variety of staff.

We are committed to equitable, unbiased hiring processes, flexible work

environments, positive work-life balance, and ongoing, open conversations and reviews of diversity, equity and inclusion in our content and workplace. This role will report to the Operations Manager.

Responsibilities:

Leads a department that manages interstitial airtime for broadcast and/or streaming services. Serves as a liaison among programming, development, and engineering and is a subject matter expert in the area of traffic administration.

- 30% Manages the department and may supervise the day-to-day activities of unit staff including hiring, training, and evaluation
- 5% Analyzes, interprets, and creates unit strategy based on internal and external data
- 40% Establishes quality control processes applied to audio and/or visual elements and ensures material continuity in the daily logs
- 5% Prepares reports regarding interstitial content and revenue for organizational management
- 10% Manage all aspects of the traffic software and orders, including broadcast and digital elements
- 10% Create and maintain daily broadcast station logs

Institutional Statement on Diversity:

Diversity is a source of strength, creativity, and innovation for UW-Madison. We value the contributions of each person and respect the profound ways their identity, culture, background, experience, status, abilities, and opinion enrich the university community. We commit ourselves to the pursuit of excellence in teaching, research, outreach, and diversity as inextricably linked goals.

The University of Wisconsin-Madison fulfills its public mission by creating a welcoming and inclusive community for people from every background - people who as students, faculty, and staff serve Wisconsin and the world.

For more information on diversity and inclusion on campus, please visit: [Diversity and Inclusion](#)

Education:

Preferred
Associate's Degree

Qualifications:

REQUIRED QUALIFICATIONS

- Professional experience in traffic administration in broadcast radio or television
- Strong data organization skills including the ability to perform with a high degree of accuracy
- Demonstrated success completing work within projected deadlines
- Demonstrated ability to work independently and proactively to identify, research and solve problems
- Ability to communicate effectively and professionally with both internal and external partners

PREFERRED QUALIFICATIONS

- Experience in public media organizations
- Experience with Marketron software

- Experience with radio automation software (e.g., WideOrbit, ENCO, Audio VAULT)
- Experience with digital platforms such as Google Analytics, audio streaming providers, etc.

We recognize that qualified applicants come from a variety of backgrounds, life experiences, and levels of educational access. We encourage you to apply even if you don't match all of the preferred qualifications listed above.

Work Type:

Full Time: 100%

This position may require some work to be performed in-person, onsite, at a designated campus work location. Some work may be performed remotely, at an offsite, non-campus work location.

Appointment Type, Duration:

Ongoing/Renewable

Salary:

Minimum \$55,000 ANNUAL (12 months)

Depending on Qualifications

We expect to pay between 55k and 70k, actual pay will be determined based on skills and experience.

Additional Information:

This position will work in a hybrid remote work arrangement, but there will be occasions where this position will be required to be on-site at Vilas Hall on the UW Madison campus. We expect that once training is completed, this position could be primarily remote aside from scheduled on-site meetings and will accept candidates located in Wisconsin, or adjacent states.

The person in this position will be required to comply with the Ethical Guidelines for All Staff of Wisconsin Public Radio and Television located here: <https://www.wpr.org/wpr-ethical-guidelines>, in addition to the UW-Madison code of ethics.

Please note that successful applicants are responsible for ensuring their eligibility to work in the United States (i.e. a citizen or national of the United States, a lawful permanent resident, a foreign national authorized to work in the United States without need of employer sponsorship) on or before the effective date of appointment.

#WPR

How to Apply:

The following must be received for your application to be complete: 1) Resume; 2) A cover letter describing how your experience relates to the listed required and preferred job qualifications. Finalists will be asked to provide a list of at least three professional references with titles, emails, and phone numbers (including at least one supervisory reference). Note that references will not be contacted without your prior knowledge.

Contact:

Erin Cook

erin.cook@wisc.edu

608-263-0477

Relay Access (WTRS): 7-1-1. See [RELAY_SERVICE](#) for further information.

Official Title:

Public Media Traffic Manager(PB023)

Department(s):

A46-PUBLIC MEDIA/WPR

Employment Class:

Academic Staff-Renewable

Job Number:

294552-AS

The University of Wisconsin-Madison is an Equal Opportunity and Affirmative Action Employer.

Qualified applicants will receive consideration for employment without regard to, including but not limited to, race, color, religion, sex, sexual orientation, gender identity, national origin, age, pregnancy, disability, or status as a protected veteran and other bases as defined by federal regulations and UW System policies. We promote excellence through diversity and encourage all qualified individuals to apply.

If you need to request an accommodation because of a disability, you can find information about how to make a request at the following website:

<https://employee disabilities.wisc.edu/disability-accommodation-information-for-applicants/>

Employment will require a criminal background check. It will also require you and your references to answer questions regarding sexual violence and sexual harassment.

The University of Wisconsin System will not reveal the identities of applicants who request confidentiality in writing, except that the identity of the successful candidate will be released. See Wis. Stat. sec. 19.36(7).

The [Annual Security and Fire Safety Report](#) contains current campus safety and disciplinary policies, crime statistics for the previous 3 calendar years, and on-campus student housing fire safety policies and fire statistics for the previous 3 calendar years. UW-Madison will provide a paper copy upon request; please contact the [University of Wisconsin Police Department](#).

Apply Now

First Name (required)

Last Name (required) 

Email address (required)

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Refer a Friend

Friend's Information:

First name 

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CONTACT

Talent Acquisition
Office of Human Resources
University of Wisconsin–Madison
21 N. Park Street, Suite 5101
Madison, WI 53715-1218

Website feedback, questions or accessibility issues:
ohrwebmaster@ohr.wisc.edu.

Learn more about [accessibility at UW–Madison](#).

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