



HOLYOKE MEDIA
CONNECT · INFORM · EMPOWER

CONFIDENTIAL OPPORTUNITY GUIDE
PREPARED FOR PROSPECTIVE CANDIDATES

EXECUTIVE LEADERSHIP OPPORTUNITY · COMMUNITY MEDIA

Executive Director

A meaningful opportunity for a collaborative, community-minded leader to guide an independent nonprofit community media organization into its next chapter — a new studio, a renewed development strategy, and a fresh community-informed vision.

Holyoke Media, Inc. · **Holyoke, Massachusetts**

CHIEF EXECUTIVE

NONPROFIT · COMMUNITY MEDIA

FULL-TIME

COMPENSATION

\$68,000–\$75,000 / yr, commensurate with experience





Organization Overview

Holyoke Media, Inc. invites collaborative, community-minded leaders to explore the opportunity to serve as its next Executive Director — a meaningful opportunity to lead an independent 501(c)(3) community media organization serving the City of Holyoke, Massachusetts and its approximately 40,000 residents.

From its studio and offices in downtown Holyoke, the Organization provides Public, Education, and Government (PEG) access programming — including government meeting coverage, community news, podcasts, and arts programming — along with production training and studio access for local residents, students, and organizations.

“To create an open forum that enables and encourages the exchange of ideas, information, and culture across the City of Holyoke.”

40,000+

RESIDENTS SERVED

2007

ESTABLISHED

\$840K

ANNUAL BUDGET

\$2.7M

NET ASSET BASE

THE MANDATE

Lead Holyoke Media through its next chapter — a new state-of-the-art studio, a renewed sponsorship and endowment strategy, and a community-informed strategic plan.

THE ENVIRONMENT

An independent, mission-driven 501(c)(3) community media organization at the intersection of local journalism, education, and civic life.

THE PARTNERSHIP

A close working relationship with a nine-member Board of Directors.

THE IMPACT

A defining role in shaping the future of community media in Holyoke and ensuring every resident's voice has a platform.



Performance Objectives

Reporting to the Board of Directors, the Executive Director serves as Chief Executive of the Organization — the public face and principal spokesperson for Holyoke Media in the community, with partners, and with the media. The role centers on five areas of responsibility.



Strategic Leadership & Board Partnership

Serve as chief executive, providing vision, direction, and day-to-day leadership. Partner closely with the working Board to develop and implement a new strategic plan informed by community feedback.



External Relations & Community Partnerships

Act as Holyoke Media's principal spokesperson and "connector," building collaborative partnerships across local government, higher education, public schools, and grassroots community organizations.



Fundraising, Development & Marketing

Build and grow the donor base; design and lead fundraising campaigns spanning sponsorship, grants, and endowment support. Direct the Organization's grant writer and lead marketing and PR efforts.



Operations & Staff Leadership

Lead with a hands-off, empowering style that trusts staff to do their jobs. Recruit, train, and support a small team; conduct yearly performance reviews; and build strong relationships among the Board, staff, and partners.



Financial Oversight & Administration

Oversee organizational budgeting and financial planning alongside the Organization's accountant, including monthly reporting, ensuring Holyoke Media operates within budget guidelines and maintains sound, compliant administrative and facility operations.



The Qualified Candidate

Holyoke Media seeks a collaborative, community-oriented, and relationship-driven leader who is passionate about local media and the vital role it plays in public life. Specific requirements include:

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- ◆ **Exceptional leadership, management, and organizational skills**, including experience overseeing staff, budgets, and vendor relationships.
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- ◆ Experience — or strong transferable skills — in **fundraising, donor development, sponsorship, or grant oversight**.
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- ◆ Demonstrated success building **collaborative partnerships** across government, education, and community-based organizations.
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- ◆ Excellent oral and written communication skills, with a background in **marketing, PR, or public-facing communications**.
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- ◆ Experience with **financial oversight, budgeting, and monthly financial reporting**, and with supervising staff.
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- ◆ Strong **strategic-planning ability** — formal or informal — with the capacity to turn vision into an actionable plan.
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- ◆ An **open-minded, flexible, easygoing approach** to leadership that takes feedback well.
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- ◆ A **bachelor's degree** or equivalent in Communications, Business Administration, Nonprofit Management, Marketing, Multimedia, or a related field; equivalent experience considered.
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- ◆ **Bilingual/bicultural (Spanish/English)** strongly preferred, reflecting the demographics of Holyoke; nonprofit board experience a plus.
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- ◆ A **charismatic, entrepreneurial, and visionary approach** to organizational growth and community engagement.
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If you don't check off every box in the requirements listed above, you should still consider applying. Holyoke Media is dedicated to building an inclusive and equitable workplace that fosters a sense of belonging.



Connecting Holyoke

Holyoke Media shows up where its community gathers — from citywide celebrations to civic conversations — connecting residents to government, education, the arts, and one another.



Holyoke Media at Fiestas Patronales de Holyoke — connecting with the community it serves.



Covering a Women's History Month community celebration.



Hosting "Media and Democracy," a panel and community conversation.



A Community-Minded Leader Ready for the Next Chapter

The next Executive Director will partner closely with the Board to translate Holyoke Media's next chapter into measurable results, cultivate a high-performing and **mission-driven staff**, and ensure that Holyoke Media remains an indispensable resource to the residents of Holyoke.

If you don't check off every box in the requirements listed above, you should still consider applying. Holyoke Media is dedicated to building an inclusive and equitable workplace that fosters a sense of belonging. If you are excited about this role but your experience doesn't align perfectly with every qualification, we encourage you to still consider applying.

COMPENSATION & POSITION AT A GLANCE

SALARY RANGE

\$68,000–\$75,000, commensurate with qualifications & experience

WORK MODEL

Primarily on-site; remote flexibility Mon. & Fri. negotiable

REPORTS TO

Nine-Member Working Board of Directors

LOCATION

Holyoke, MA — statewide search across Western Mass., Berkshire County, Greater Boston, Northern CT & Hampden/Hampshire counties

BEST CONSIDERATION

Rolling review — early applications encouraged

EMPLOYMENT

Full-time, exempt; at-will

Ready to lead this transformation?

Submit your application through The MH Group's secure candidate portal. Scan the code or tap the button to begin.

APPLY NOW →



SCAN TO APPLY

About The MH Group: The MH Group LLC is a certified WBE and MBE nationwide executive search, workforce strategy, and advisory firm that partners with organizations to identify, attract, and recruit exceptional leaders who drive long-term success, strengthen culture, and accelerate strategic growth.

THE MH GROUP

This search is conducted by The MH Group on behalf of Holyoke Media, Inc. Holyoke Media is an Equal Opportunity Employer committed to fostering an inclusive workplace.

Retained Executive Search
Confidential Engagement