

## **Senior Manager, Children's Programming**

### **The Opportunity**

Knowledge Network, British Columbia's public broadcaster and streamer is seeking an energetic and experienced Senior Manager of Children's Programming to lead on the strategic sourcing, acquisition and scheduling of Canadian and global children's content for our broadcast channel and our Knowledge Kids streaming service.

Through its broadcast schedule, apps and website, Knowledge Kids provides a safe streaming oasis for kids ages 2-8. Free and commercial-free, it's where children can find their favourite shows and discover new ones that inspire, educate, and entertain. From creativity and expression to friendship, empathy, and problem-solving, Knowledge Kids content encourages values that matter.

In this role you will be pivotal in shaping the Knowledge Kids experience, ensuring it remains a trusted, engaging and diverse offering for young audiences. You will have the unique chance to discover shows that spark imagination, foster learning and support emotional development.

Building on our strong programming inventory, you'll explore the Canadian and global marketplace for content that meets the expectations of our audiences, fits our brand, and ensures our offering reflects the purpose, values and mandate of Knowledge Network.

Reporting to the President + CEO and as a member of the Knowledge Leadership Team, you'll work closely with a small but talented team across departments. A passion for public broadcasting and a belief in the value of Knowledge Network is woven into the fabric of our organization and our people. Your work will touch every aspect of our business and make a difference in the lives of British Columbians.

### **Who We Are:**

Knowledge Network is British Columbia's provincial public broadcaster, operating a free and commercial-free television channel in B.C. and streaming services across Canada. The Knowledge brand is unique - we are not selling a product but providing a service rooted in the values of curiosity, commitment, inclusivity and accountability.

Funded by an annual operating contribution from the provincial government and donations from loyal viewers, Knowledge Network offers curated programming from all over the world

and award-winning Knowledge Originals from BC filmmakers. We provide British Columbians with trusted free and commercial-free content that enriches minds, fosters understanding and contributes to a connected and more informed society.

We respectfully acknowledge the xʷməθkʷəyʹəm (Musqueam), Skwxwú7mesh (Squamish), and səliwətaɪ (Tsleil-Waututh) Peoples on whose unceded traditional territories our Burnaby office is located.

## **What You will be Doing:**

### *Knowledge Kids Broadcast and Streaming Schedule Planning and Programming*

- Deliver four seasonal schedules annually that support organizational values and priorities and reflect a diverse audience within our core demographic (ages 2-8).
- Refine and evolve scheduling strategy and architecture, based on research, analytics, viewer feedback, challenges and opportunities within the changing marketplace, and conditions of license requirements.
- Manage all aspects of the season-by-season scheduling process. This process underpins the annual workflow for Knowledge Kids programming-related activities across internal departments (business affairs, delivery + ingest, promotions, etc.)
- Ensure the seasonal broadcast schedules are CRTC compliant and make effective use of program inventory.
- Develop seasonal plans, including promotional priorities, special programming themes and other special events, for the Knowledge Kids broadcast schedule.
- Oversee the execution of the daily broadcast schedule, in collaboration with other members of the programming and business affairs teams.
- Continually assess and refine schedule plans to manage holdbacks, opportunities, funder requirements, programming gaps/needs.
- Track in-progress titles for production or delivery delays in advance of each scheduling kill date and adapt scheduling plans as required.
- Present the new Knowledge Kids schedule to internal staff at seasonal preview meetings along with seasonal grids and presentation materials.
- Collaborate with the Manager, Program Inventory & Scheduling to code, archive, purge and effectively manage program inventory in BroadView, our broadcast management software system.
- Provide guidance and input into the development of the Knowledge Kids Promo Plan drafted seasonally by the Brand and Audience Engagement department.

- Work with Audience Research to better understand our audiences and their viewing habits. Continually look for ways to use available data to inform programming and scheduling strategy.

#### *Streaming Service Planning and Programming*

- Develop scheduling strategies for Knowledge Kids streaming content.
- Maximize available inventory in the Knowledge Kids broadcast schedule to trigger online streaming rights.
- Participate as required in the redevelopment of Knowledge Kids apps/website.
- Consult with the Streaming Platforms department on issues related to Knowledge Kids apps/website.
- Develop playlists for the streaming service in coordination with the Brand and Audience Engagement department
- Work with Audience Research to better understand the differences between our broadcast and streaming audiences and adapt programming strategies accordingly.

#### *Knowledge Kids Acquisitions*

- Research, screen, evaluate and select acquisitions of children's programs, specials and interstitials for Knowledge Kids.
- Represent Knowledge Network at industry markets, festivals and conferences to ensure strong relationships with distributors, producers and other broadcasters and stay current on industry trends and market shifts.
- Maintain tracking list of potential acquisitions and works in progress.
- Coordinate potential acquisition packages to maximize purchasing power and other opportunities.
- Establish deal points for negotiation by Business Affairs, track status of ongoing negotiations and provide guidance and feedback as required.

#### *Knowledge Kids Pre-Licenses*

- Maintain relationships with independent producers to communicate programming priorities and provide feedback on pitches.
- Evaluate production proposals from a creative, strategic, financial, mandate and audience perspective and select projects to support.
- Maximize Canadian content through strategic investment of corporate and Canada Media Fund (CMF) funding in children's productions.
- Work closely with Business Affairs on the deal points and financing as well as tracking status of negotiations and provide guidance and feedback as required.

- Shepherd a slate of kids' pre-licenses from initial pitch to final delivery, provide key creative input as needed, act as liaison between producers and internal departments.
- Estimate future pre-license activities and budget requirements.

#### *Strategic Leadership & Management*

- Closely track changes and trends in the volatile children's programming ecosystem to inform recommendations for the evolution of children's programming at Knowledge Network.
- Participate in corporate strategic planning, decision-making and collaborate on cross-departmental initiatives.
- Provide input into Knowledge Kids brand materials, marketing and promotional campaigns, on-air promos, magazine and newsletter copy.
- Provide mentorship and guidance for cross-functional team members to support a high-performing, inclusive and respectful workplace.
- Manage the annual Kids department budget, plans and objectives, and report on progress with strategic and operational goals and objectives.

### **What You Bring to the Team:**

#### **Experience & Knowledge:**

- A minimum of seven years of experience in a similar role managing children's broadcast and streaming content at a broadcaster, streaming service, or digital media organization.
- Experience in scheduling and/or programming for children's audiences, delivering creative schedules & content release plans that captivate young audiences and maximize engagement across platforms.
- Established relationships with distributors, Canadian broadcasters and content creators specializing in children's entertainment.
- In-depth knowledge of global trends in the children's content market, from educational to interactive storytelling.
- Deep understanding of diversity and inclusion in children's programming, reflecting a wide range of cultures, abilities and perspectives.
- Thorough knowledge of audience research and analytics and how it can be utilized to enhance strategic scheduling and content decisions.
- Understanding of standard rights scenarios, including linear and non-linear exploitation.
- Experience overseeing productions from creative pitches, finance plans, deal terms, through production, delivery and launch

- Solid knowledge of the Canadian television industry, regulatory bodies, funding agencies and broadcast and streaming management practices.
- Budget planning and management.
- Experience managing people in a creative environment.
- Strong cross-cultural awareness and competencies.

### **Skills & Abilities:**

- Capability to review a broadcast schedule from multiple angles, balancing educational goals, entertainment value, representation, and audience engagement.
- Talent for assessing children’s programs in terms of creativity, inclusivity, developmental appropriateness as well as technical standards, and audience appeal.
- Good judgement, taste and a sense of what creatively resonates with audiences.
- Able to precisely manage a large volume of complex and detailed information in a highly process-oriented environment.
- Meticulous attention to detail and exceptional standards for quality.
- An articulate communicator.
- A clever negotiator who can secure the best children’s content through innovative deal-making and strong industry relationships.
- A genuine passion for public broadcasting and the content that inspires young minds.
- Clear ability to demonstrate critical and strategic thinking and leadership.
- Ability to work collaboratively with colleagues across several departments and levels.
- Strong interpersonal and presentation skills, maintaining courtesy, empathy and professionalism throughout all internal and external communications.

### **What We Bring:**

Knowledge Network is a stable, trusted and inclusive employer. We believe employees are our number one asset. As such, we offer competitive benefits including:

- A Competitive Salary - \$104,445 - \$128,038 annually.
- A Defined Benefit Pension Plan - College Pension Plan with employer contributions.
- Generous Vacation Entitlement - starting at 4 weeks along with 13 annual statutory holidays.
- 100% Employer-paid dental, extended health, vision care premiums for you and your family.

Put your **KNOWLEDGE** to work.

- Wellness supports, including an Employee and Family Assistance Program, lunch and learn seminars, and mental health resources.
- Work-Life Balance – hybrid work option with flexible work schedules.
- Training and Professional Development funds to support your continuous learning and development.

Knowledge Network is committed to employment equity and building a skilled, diverse workforce that reflects the communities in which we serve. We welcome applications from all qualified individuals and encourage candidates to voluntarily indicate in their cover letter if they are a member of a First Nations group, Inuk or Métis; a racialized person; a person with a disability; a woman; or 2SLGBTQI+.

Knowledge Network is committed to developing inclusive, barrier-free selection processes and work environments. If you require accommodations at any point during the application and hiring process, including but not limited to, mental health, physical disability, religious practices or medical conditions, please let us know by contacting [hr@knowledge.ca](mailto:hr@knowledge.ca).

If you are passionate about this opportunity and want to contribute your experience and expertise, **please submit a cover letter and resume to [hr@knowledge.ca](mailto:hr@knowledge.ca), by June 24, 2026.** We thank all applicants for their interest; only those selected for an interview will be contacted.

This position is only open to those legally entitled to work in Canada. Knowledge Network encourages applications from across the country and will offer relocation assistance.