



WE ARE HIRING!

Position: Programmes Director (PD)

Reports To: General Manager (GM)

Location: Kampala, Uganda

Station: 88.2 Sanyu FM

About Sanyu FM

Sanyu FM is Uganda's premier and longest-running private FM radio station, famous for delivering top-tier entertainment, hit music, and dynamic talk shows. We are looking for an innovative, highly driven, and visionary **Programmes Director** to take the lead in shaping our sound, driving audience engagement, and taking our brand to new heights.

The Role

As the Programmes Director, you will be the creative powerhouse behind 88.2 Sanyu FM. Reporting directly to the **General Manager**, you will oversee daily programming, content strategy, talent development, and digital integration to ensure Sanyu FM remains the station of choice for urban radio listeners.

Key Responsibilities

- **Content & Strategy:** Design and execute a winning station programming strategy that drives ratings, audience retention, and brand loyalty.
- **Talent Management:** Recruit, coach, and mentor on-air presenters, producers, and DJs to ensure top-notch execution and high-energy broadcasts.
- **Schedule & Playlist Management:** Oversee show line-ups, music rotations, and station imaging to maintain a seamless, captivating listener experience.
- **Cross-Department Collaboration:** Work closely with the Sales & Marketing teams to design creative, monetizable station promotions and commercial executions without compromising editorial quality.
- **Digital & Social Integration:** Ensure radio content flows effortlessly across our digital platforms, podcasts, and social media channels to maximize reach.
- **Compliance & Quality Control:** Monitor daily broadcasts to ensure strict adherence to broadcast standards, media laws, and station guidelines.



Qualifications & Experience

- **Experience:** Minimum of 5+ years of radio programming, production, or broadcasting experience (with at least 2–3 years in a leadership/supervisory role).
- **Industry Knowledge:** Deep understanding of the Ugandan radio landscape, music trends, pop culture, and regulatory requirements.
- **Leadership:** Proven track record of managing creative personalities and leading dynamic teams to success.
- **Technical Skills:** Strong proficiency in radio automation software (e.g., RCS Sound Software, Jazler, or similar), audio editing tools, and audience analytics.
- **Communication:** Exceptional verbal, written, and interpersonal communication skills.

What We Offer

- A competitive compensation package.
- The chance to lead an iconic media brand and shape urban youth culture.
- A dynamic, fast-paced, and highly creative work environment.

How to Apply

If you have the passion, vision, and drive to lead the team at Sanyu FM, send your **CV, Cover Letter, and Portfolio/Aircheck samples** to:

Email: sanyu@sanyufm.com

Subject Line: *Application – Programmes Director*

Deadline: 31st July 2026

Sanyu FM is an equal opportunity employer. Only shortlisted candidates will be contacted.