

## UNDERWRITING AND COMMUNITY ENGAGEMENT DIRECTOR

Reports to: General Manager

Objective:

Provide leadership and coordination for multiple aspects of station development including underwriting sales, community engagement and outreach, strategic relationship building, events, and major donor development. Participate in long-range strategic planning with an eye to optimal financial growth and sustaining community relationships.

Salary: \$28,000 - \$31,000

Typical Duties:

The weekly ratio of underwriting sales to other duties should be 80/20. With that focus in mind, the duties of the Underwriting and Community Engagement Director include, but are not necessarily limited to, the following:

- Contacts local, regional and national businesses and solicits on-air cash underwriting and/or partnership opportunities.
- Plans, coordinates and manages bi-annual on-air fund drives.
- Solicits and administers advertising and underwriting trades with area print and broadcast media.
- Works with staff to write and schedule all on-air underwriting announcements.
- Invoices, collects, and maintains relationships with underwriting clients.
- Works with community partners to engage, establish, and track station visibility at their events and through their communications vehicles (e.g., e-blasts and online presence).
- Monitors nationwide sales and marketing trends and maintains industry contacts (e.g., Development Exchange, Inc.).
- Participates as a member of the management team in long-range planning and ongoing station operations.
- Is available some weekends and evenings to represent station at community events.
- Plans, develops and directs promotions and advertising for programming, membership, underwriting, events and other station needs in conjunction with staff.
- Monitors opportunities for station visibility and trust building within the community (e.g., at conferences, fairs, mixers) and coordinate for the station to be present when appropriate.
- Develops budgets and timelines for above activities.
- Assists with identifying foundation and federal support opportunities and grant proposal writing.
- Other duties as assigned by the General Manager.

Minimum Qualifications:

- Demonstrated experience with sales, preferably with broadcast media
- Demonstrable work experience in marketing, promotion and business management, preferably at a radio or television broadcast facility
- An AA or BA degree in marketing, public radio, non-profit management or equivalent experience.

Preferred Qualifications:

- A strong commitment to improve the station's financial well being as well as its image and visibility throughout our broadcast regions
- A passion for the value of a community-based radio station
- Good communication and interpersonal skills, combined with the ability to work with and motivate team members
- Excellent organizational skills
- Working knowledge of Microsoft Office and other standard office systems, preferably with some experience working with fundraising software