



Director of Development & Marketing

Working closely with the General Manager, this person oversees the activities and personnel directly involved with the station's fund raising and outside communications. This person must have excellent interpersonal communications skills to successfully solicit Major and Planned gifts from individuals.

Minimum Requirements:

- Four-year college degree in communications, public relations, business or related field. Experience may be substituted for some education as deemed appropriate by the General Manager or hiring committee.
- At least two (2) years experience in development at a public television station, including major gift and planned gift solicitation.
- Experience with developing and managing budgets.
- Demonstrable ability to effectively communicate orally and in writing.
- Demonstrable ability to write and edit promotional and editorial copy.
- Computer skills with knowledge of Microsoft Office applications.

Preferred:

- Master's degree in communications, public relations, business or related field.
 - At least Two (2) years solid experience in major gift and planned gift initiatives.
 - Knowledge of web site construction and maintenance.
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This position reports to the General Manager and is part of the station's executive committee. The position is full-time exempt. This person supervises and evaluates the activities and performance of the Publicity/Web Coordinator, Manager of Individual Giving, Special Events Coordinator, Marketing Manager, and Development Associate(s).

Duties may include and are not limited to:

Governance

- Working closely with the General Manager, develops, executes and monitors the station's development and external publicity philosophy and activities.
- Maintains a working knowledge of and reports to station management about current development trends, techniques, and programs.
- Provides leadership, training and assistance to development and marketing offices and personnel.
- Represents the station at community meetings and events as requested or assigned.
- Maintains and provides appropriate reports and information as requested or assigned.

Director of Development & Marketing

Page 2

Development/Marketing

- Plan, implement, and conduct an appropriate and successful major giving program.
 - Plan, implement, and conduct an appropriate and successful planned giving program.
 - Participate in fund raising activities including pledge drives and special events.
 - Assist with the coordination of efforts with other departments.
 - Regularly review the web site and suggest improvements and updates when necessary.
 - Review selected written materials prior to distribution
 - Contribute articles, information, or other written items to the program guide, press releases, promotional flyers, and other written materials.
 - Assist with station operation, activities and events as requested or assigned.
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