

Vermont Public Radio Job Description Director of Corporate Support

Job Title: Director of Corporate Support
Department: Development & Marketing
Reports To: Vice President of Development & Marketing
FLSA Status: Exempt
Prepared Date: September 20, 2011
Approved By:
Approved Date:

SUMMARY

Manages VPR’s corporate underwriting fundraising program. This includes overseeing and participating in renewal of existing contracts and prospecting for new underwriters. Responsible for establishing underwriting packages and setting rates, ensuring compliance with FCC regulations, and integration of underwriting with traffic systems. Identifies new opportunities for corporate sponsorships such as online and mobile opportunities, event sponsorships, and more. Works with the Vice President of Development and Marketing to meet the revenue goals of the department.

ESSENTIAL ROLES

1. Underwriting Sales
2. Management of the Overall Underwriting Program
3. Supervise and Manage Staff
4. Train and Mentor Staff

Essential Duties and Responsibilities	Fully Competent	Excellence in this Position
Works with the underwriting team and the Vice President to meet annual goals.	Well-managed, highly organized, creative underwriting efforts that consistently meet incrementally increasing financial goals. Maintain excellent relationships with VPR business supporters.	Continually bringing in new business support as well as renewing existing support. Building friendly, professional relationships with clients. Well-managed, highly organized, creative efforts that consistently exceed financial goals, which are increasing significantly on a year-to-year basis.
Manages a personal portfolio of underwriting clients and participates in all aspects of underwriting sales.	Manages underwriting relationships in a professional manner, ensuring incremental growth of sales from underwriters in the portfolio.	Relationships result in a significant growth in underwriting to VPR. The number of new underwriters from a broad geographic area grows significantly on an annual basis.

Essential Duties and Responsibilities	Fully Competent	Excellence in this Position
<p>Communication with underwriters is well-organized and managed.</p>	<p>Communicates with underwriters throughout the year to reinforce their significant role in VPR's annual operations. Cultivate relationships with all underwriters, and develop ongoing relationships with the largest underwriters.</p>	<p>Communication with underwriters is well-organized and well-managed. Underwriters feel that their relationship with the station is valued by VPR and that their support makes a difference. The number of underwriters grows steadily.</p>
<p>Special underwriting opportunities are identified that are unique, and that benefit the underwriter and VPR in new and interesting ways.</p>	<p>Opportunities are identified in a timely matter, compelling support materials are developed, and underwriters are found whose interests match these special opportunities.</p>	<p>Identifies special underwriting opportunities in order to help ensure that VPR is able to carry out its strategic plan and vision. This could include event sponsorship, website underwriting, special project underwriting, trades etc.</p>
<p>Ensures VPR's Underwriting Policy, FCC regulations, and any other pertinent policies, are followed, with a special emphasis on the acceptable wording of underwriting credits.</p>	<p>Ensures all underwriting credits are within the guidelines outlined in VPR's Underwriting Policy and any other pertinent VPR policies. All underwriting credits are within the boundaries of FCC regulations and the recommendations of VPR's FCC attorney. Clearly understands these regulations.</p>	<p>Underwriting Policies and FCC regulations are regularly reviewed, sales materials updated as policies and the interpretation of regulations change. Maintain an ongoing dialogue about issues related to legality of underwriting credits, and are considered experts in this area. Demonstrate a deep commitment to abide by these regulations and operate at the highest levels of ethical practice.</p>
<p>Understands and utilizes the VPR Traffic System for entering and scheduling underwriting contracts.</p>	<p>The VPR Traffic System is fully understood and optimized. Accurate reports are regularly utilized.</p>	<p>All contracts are entered into the traffic system in a consistent way, with contact information updated regularly. Accounting is able to bill accurately from the VPR Traffic System, and Operations has all information they need for broadcast.</p>
<p>Regularly participates in business events such as Chamber of Commerce meetings, mixers, etc.</p>	<p>Attend meetings, interacts with local businesses, makes VPR's presence known to potential clients.</p>	<p>Prepares presentations in a professional manner and distributes underwriting materials to potential clients.</p>

Essential Duties and Responsibilities	Fully Competent	Excellence in this Position
Directs the recruitment, training and development of underwriting sales staff consistent with VPR's values.	Helps develop an effective staff with individuals building their skills, working well together, with other development staff, with other departments, and VPR's underwriters.	Helps develop highly promotable staff. The underwriting team is able to attract and retain great employees. Excellent communications within and across departments, among employees, with the public, with relevant national organizations, and with suppliers are facilitated. Conflict is managed constructively.
Enlists the involvement of members of VPR's staff, the President, Vice President, the Board of Directors, and others as necessary to successfully meet underwriting goals. Involves others as needed in underwriting efforts.	Creates a broad sense of involvement and ownership of underwriting efforts amongst, staff, board and others.	Creates confidence and enthusiasm for VPR's underwriting efforts. Regularly receives creative ideas from them.
Develops personal skills and characteristics that model what is desired in all employees.	Demonstrates a high level of commitment and dedication to the mission and continuous improvement of VPR, a high level of energy, and an obvious enthusiasm for the work of VPR.	Consistently acts with the highest standards of journalism, business ethics, and personal integrity. Serves as an excellent ambassador for VPR, both formally and informally.
Involved in ongoing professional development for the benefit of VPR.	Appropriate certifications are renewed as needed.	Ongoing professional development is a priority and is seen as a model by other staff.

EXCELLENCE IN THIS POSITION includes the following:

1. A high level of commitment and dedication to the mission of VPR and public radio. Personally volunteers support for public radio – either financially or in other ways.
2. A high level of energy. An obvious enthusiasm for the work of VPR. Outgoing, friendly with co-workers, and demonstrates an appropriate sense of humor.
3. Acting consistently with the highest standards of journalism, business ethics and personal integrity. Preserving confidentiality appropriately. Stewarding resources with prudence and accountability.
4. Serving as an excellent ambassador for VPR, both formally and informally. Helping listeners, potential listeners, and donors connect with VPR. Holding leadership positions in the community on boards, committees, and through general volunteer opportunities.
5. Facilitating excellent communications across departments, among employees, with the Board, with the public, with relevant national organizations, and with suppliers. Fostering open and candid relationships with VPR listeners and contributors. Managing conflict constructively.
6. Demonstrating a commitment to the continuous improvement of VPR's ability to fulfill its mission and vision. Demonstrating and encouraging creativity and enthusiasm for this work.

7. Effectively working to strengthen the public radio community nationally. Being recognized by peers for knowledge of the craft, demonstrated expertise and success, and commitment to the cause. Holding leadership positions in national organizations involved with public radio. Bringing increased opportunities to VPR as a byproduct of these efforts.
8. Expressing consistent, high performance expectations for themselves, their department, VPR's leadership, and VPR. With staff: helping them develop a high level of commitment to their mission and excellent teamwork. Helping develop employee skills and abilities, mentoring well, and helping employees realize their professional goals. To the extent possible, helping develop the next generation of leadership at VPR and creating a viable succession plan for their department. Attracting and retaining great employees.
9. Developing a broad understanding of all of VPR's departments sufficient to collaborate effectively with peers, ensure excellent communication and teamwork among departments, contribute significantly to VPR's general management, and help other managers do their jobs more effectively.
10. Working with the Vice President in ways that make him/her more effective.

SUPERVISORY RESPONSIBILITIES

Manages an underwriting team of two staff. Responsible for performance reviews of direct reports.

POSITION REQUIREMENTS

Education and Experience: Bachelor's degree and at least 5 years of relevant experience in sales or related field(s). Supervisory or managerial experience is required.

Essential Skills: Strong leadership and organizational skills. Demonstrated creativity. Superb writing and presentation skills and keen ability to relate to corporate clients. Demonstrated ability to work collaboratively. Must be able to present themselves in a neat, professional manner, with appropriate attire.

Physical Demands: While performing the duties of this job, the employee is regularly to talk, hear, walk, sit for extended periods, travel, and occasionally stand, use hands to feel and hold, and reach with hands and arms. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus. The ability to drive an automobile during the day and night, and fly in a plane is critical. The work environment is usually an office and is usually quiet, but fundraising events may take place in a wide range of venues. (The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)

Please note: This is not an all-encompassing statement of this position's responsibilities. While it attempts to be comprehensive, new responsibilities may be assigned to this position at any time.