



Job Description

Job Title:	Underwriting / Sales Executive	Grade:	L
Department:	WTVI	FLSA:	Exempt

The incumbent in this job is expected to assist the College in achieving its vision and mission. Customer focus, college service, and a willingness to assist as needed are expectations for all employees.

General Function:

Establish, provide leadership and coordinate multiple aspects of TV station development, including underwriting sales, community engagement and outreach, strategic relationship building, events and major donor cultivation. Play a key role in long-range strategic planning, with leadership responsibilities relating to consistent financial growth and sustaining community relationships.

❖ This job is bonus eligible per the terms and conditions agreed upon in the original offer and in accordance with all applicable CPB rules regarding bonuses and commissions

Characteristic Duties and Responsibilities:

1. Raises funds for WTVI through underwriting spot sales and program production underwriting.
2. Maintains database of prospects.
3. Maintains database of current clients and provide customer service in spot production and placement.
4. Interfaces with programming and production to produce and place spots.
5. Keeps current with local insertion order forms
6. Reports weekly on prospect-to-presentation-to-sales.
7. Provides key input regarding the development of new station programming, concerning which concepts might attract underwriting support.
8. Directs stewardship activities for corporate underwriters.
9. Assists in staffing for the WTVI Community Advisory Council.
10. Serves as a member of the College's senior fundraising staff in the Institutional Advancement Office.
11. Assists in developing comprehensive corporate fundraising strategies in cooperation with the Vice President of Institutional Advancement.
12. Assists in expanding station's membership database.
13. Grows station underwriting revenue and expand underwriting staff.
14. Other duties as assigned.



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Reporting Relationships:

Direction Received: Reports to the Executive Director, General Station Manager, with a dotted line to VP of Institutional advancement

Direction Given: Provides functional direction and guidance to support staff for program direction and administration.

Minimum Requirements:

Bachelor's Degree from a regionally accredited institution and a minimum of two years work experience in television sales, marketing, promotion and business working in a radio/television broadcast facility.

Knowledge, Skills, Abilities and Worker Characteristics:

Strong Closer

Knowledge of legal requirements surrounding public television

Superior presentation skills

Ability to interact with all level of the public

Working Conditions:

Typical office environment