



Job Title: WTVI – Director of Development

Grade: N

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:

This position will be instrumental in setting the strategic vision and implementation of effective fundraising efforts which include on-air, online, direct mail, foundations, corporations, major donor cultivation and grants.

❖ *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*

Characteristics Duties and Responsibilities:

1. Takes the lead in effective development, planning and execution of all development strategies.
2. Organizes, cultivates, and solicits annual gifts and grants from individuals and corporations, foundations and others.
3. Works with promoters to secure ticket deals for on-air fundraising please.
4. Develops a strategic plan for single and multi-year resource development.
5. Collaboratively works with the General Manager to develop, implement, revise and evaluate ongoing development plans and activities.
6. Maintains accurate donor records.
7. Other duties as assigned.

Reporting Relationships:

Direction Received:	Reports to the General Manager
Direction Given:	Direct supervision of assigned staff

Minimum Requirements:

Bachelor’s Degree from a regionally accredited institution and 4 to 6 years of work related experience

Preferred Qualifications:

Six years’ experience in public television



Job Description

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Knowledge, Skills, Abilities, and Worker Characteristics:

- Ability to interact with community leaders and potential donors and build relationships
- Ability to communicate and work effectively within a diverse community
- Effective communication skills
- Knowledge in donor prospecting, research, database, and project management
- Ability to plan, organize and direct multiple programs, campaigns and events
- Knowledge of basic accounting and fiscal management principles

Working Conditions:

Typical Office Environment