



Job Description

Job Title:	Membership Coordinator	Grade:	K
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:

Performs all functions related to television programming, acquisition, scheduling, monitoring and assistance in the coordination of publicity for all WTVI programming, membership planning, fundraising and membership activities.

Characteristic Duties and Responsibilities:

1. Manages incoming membership funds for WTVI.
2. Supervises direct mail campaigns.
3. Supervises on-air pledge drives.
4. Supervises customer service and membership special events.
5. Provides reports as required to station management and PBS.
6. Manages and processes donor contributions.
7. Provides front line donor relations support.
8. Lead customer service representative for customer inquiries.

Reporting Relationships:

Direction Received: Reports to the Executive Director, Broadcasting. Matrixed reporting relationship to VP, Advancement in the Foundation office.

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



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Minimum Requirements:

High School diploma or equivalent with 5 years of demonstrable work experience in marketing, promotion and business management, preferably at a radio or television broadcast facility.

Preferred Qualifications:

Bachelor's Degree from a regionally accredited institution

Knowledge, Skills, Abilities and Worker Characteristics:

Knowledge of membership organization

Knowledge of database management, especially Allegiance

Familiarity with all aspects of PBS fundraising programs

Ability to work with interns and volunteers during normal work hours and special events

Attention to detail

Superior customer service skills

Working Conditions:

Typical office environment