

**Wisconsin Public Television
Position Announcement**

Working Title: Corporate Development Representative
Unit: Wisconsin Public Television/Educational Communications Board
Appointment: Unclassified; full-time position in State of Wisconsin civil service
Location: Madison, WI
Availability: Immediate, Open until filled, for best consideration reply by 11/21/14

POSITION SUMMARY

The Corporate Development Representative is responsible for securing financial support from the corporate community for Wisconsin Public Television (WPT) programming and other activities such as local productions, annual giving campaigns, special events, and other activities. This fundraising professional works primarily with the business community and foundations through supporting the stations' community efforts and activities while stewarding relationships with all WPT donors and key constituencies. Reports to the Manager of Corporate and Community Development.

SPECIFIC DUTIES & RESPONSIBILITIES

1. Identify, research and solicit clients for WPT programming, productions, and related activities including, but not limited to: WPT productions, Auction, special events, engagement projects, promotion activities, and membership projects. Generate and track client prospects including interests, budgeting cycle, marketing objectives, historical associations with WPT, philanthropic activities and corporate financial performance. Cultivate and secure immediate funding commitments and long term client relationships. Identify opportunities for enhanced corporate funding from current clients.
2. Create effective proposals integrating qualitative and quantitative audience research, sales and marketing tools. Make presentations, meet with clients, write sponsor agreements and on-air copy in compliance with WPT and FCC policies and regulations.
3. Acquire in-depth knowledge of WPT broadcast schedule, web promotion opportunities, local and regional productions, outreach and development efforts. Maintain file of promotional materials and additional opportunities for "off-air" client recognition. Develop project packages that will result in increased funding for WPT and will help a corporate sponsor meet their marketing objectives.
4. Provide corporate clients and prospects with on-going service and communication to enhance relationships.
5. Participate in WPT development efforts to steward donors and partners in the south-central region and beyond. Represent WPT within the community through connecting to Friends of Wisconsin Public Television board members, WPT events, community leaders, community events, service clubs, etc. Work alongside corporate development colleagues at WPT and Wisconsin Public Radio to advocate for support of public media on a broad scale.
6. Contribute actively as a key team member of the underwriting staff to achieve department goals. Consistently meet quarterly and annual revenue goals as assigned.
7. Effectively engage diverse perspectives and experiences in work product and in organizational interactions, including communication and decision-making.
8. Organize and maintain client records utilizing contact management software. Maintain and update thorough client and prospect data. Regularly summarize and report significant client information.
9. Other duties as assigned.

ESSENTIAL JOB FUNCTIONS

Persuasive in oral and written communications with wide range of corporate clients and other sales contacts
Assimilate and effectively communicate a broad range of development and programmatic initiatives
Ability to analyze data and make judgments based on data
Travel to conduct site visits and meet with underwriters and potential underwriters
Computer skills including familiarity and comfort using contact management software
Plan long-range strategy that coordinates programming and sponsorship goals
Knowledge of PBS, media sales, and the Wisconsin business environment
Ability to relate to diverse, multicultural people and groups

QUALIFICATIONS

1. Well-qualified candidates will possess a Bachelor's degree.
2. Demonstrated successful professional experience setting and meeting fundraising goals in a client service, sales or marketing intensive environment.
3. Excellent verbal and written communication and interpersonal skills.
4. Ability to analyze and interpret data, develop presentations.
5. Demonstrated ability to make sales or request financial support.
6. Proven professional resilience.
7. General computer proficiency. Ability to learn new software applications.
8. Demonstrated ability to effectively engage diverse perspectives and experiences in work product and in organizational interactions.

DESIRABLE QUALIFICATIONS

1. Knowledge of public broadcasting and public broadcasting sales.
2. Commercial/non-commercial broadcast sales experience.
3. Familiarity with Wisconsin-based and territory-specific businesses desirable.

SALARY: The minimum for this position is \$46,920 with actual pay matching qualifications and experience.

Applications will be accepted until the position is filled; however, for best consideration, please submit materials to Carla Anderson, HR, Broadcasting and Media Innovations, via email at carla.anderson@wpt.org by 11/21/2014 at 5:00 p.m. Applications must contain ALL of the following items.

1. A detailed resume and cover letter detailing how your experience relates to the qualifications and duties of this position. Address each major job duty.
2. List of 3 – 5 professional references (in the references section) with contact information and e-mail address; at least one must be a supervisory reference.

For questions, contact:

Carla J. Anderson, HR, Broadcasting and Media Innovations
821 University Avenue
Madison, WI 53706
608-263-2163

Special Note: A background check will be required. In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States, and to complete the required employment eligibility form upon hire.