

Vermont Public Radio Job Description

Job Title: Corporate Support Associate
Department: Development
Reports to: Director of Corporate Support
FLSA Status: Exempt
Date: October 2017

SUMMARY:

VPR's Corporate Support Associate develops relationships with businesses and organizations with the goal of raising support for VPR through underwriting and sponsorships. Through their efforts, VPR is seen as a valuable marketing partner. The Corporate Support Associate works as part of a team to achieve the organization's fundraising goals.

ESSENTIAL ROLES:

- Raise revenue through VPR broadcast and digital underwriting, and sponsorship support
- Use available technology to manage account information, enter contracts
- Write underwriting messages
- Represent VPR in the business community

ESSENTIAL DUTIES AND RESPONSIBILITIES

Essential Responsibilities	Outcomes
Meet or exceed revenue goals.	When revenue goals are met, VPR's public service thrives
Develop and sustain relationships with clients and prospects.	Relationships become mutually beneficial partnerships. Clients see VPR as a trusted marketing partner.
Create proposals for effective underwriting and sponsorship opportunities.	Revenue goals are met.
Maintain accurate records of contact information, meeting notes, follow up plan, and renewal dates	Revenue goals are met and sustained.
Write effective underwriting messages that follow the FCC and VPR guidelines	Audience perceives underwriters as like-minded supporters of VPR. Risk of FCC fines is averted.
Enter contract information accurately to assure schedules air properly, announcements are read correctly, and clients are billed accurately.	Consistency, accuracy and follow-through result in billable revenue and trusting relationships that contribute to financial sustainability
Represent VPR at community and business events	Relationships become mutually beneficial partnerships.

Support efforts of VPR membership and Community Engagement departments through participation in events and sponsorship support.	Our audience develops a stronger bond with VPR. VPR's public service thrives.
Take advantage of professional development opportunities.	VPR Corporate Support realizes greater potential for raising support as well as adapts to changes in media, allowing this public service to thrive.
Conduct business with integrity and in a way that is consistent with VPR values.	VPR is seen as a trusted marketing partner and news source

EXCELLENCE IN THIS ORGANIZATION:

1. A high level of commitment and dedication to the mission of VPR and public media.
2. Preserving confidentiality appropriately.
3. Serving as an ambassador for VPR, both formally and informally. Helping listeners, potential listeners, supporters and potential supports connect with VPR.
4. Facilitating respectful communications across departments, among employees, and with the public. Fostering open and candid relationships with VPR listeners and supporters. Managing conflict constructively.
5. 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.
6. Expressing consistent, high performance expectations for themselves, their department, VPR's leaderships, and VPR.
7. Developing a broad understanding of all of VPR's departments, programs, and services sufficient to assist listeners and supporters, collaborate effectively with peers, and ensure excellent communications and teamwork among departments.

POSITION REQUIREMENTS:

Education and Experience:

- Bachelor's degree and three or more years' experience in development, marketing, or media buying or sales, ideally including digital media.
- Demonstrated achievement of performance goals through self-motivation, problem-solving, good organization, and collaboration.

Essential Skills:

- Clear, concise, and effective writing, speaking and presentation skills with the ability to communicate to different audiences in English.
- Commitment to providing exceptional customer service of multiple accounts, from prospecting to billing.
- Competent in Microsoft Office and capable of learning VPR underwriting software program

- Able to follow internal processes and guidelines
- Able to work in a fast-paced environment
- Valid driver's license and reliable transportation

Physical Demands:

While performing the duties of this job, the employee must regularly talk, hear, and sit or stand facing a computer using a keyboard for extended periods, use hands to feel and hold, and reach with hands and arms. The employee must occasionally lift and/or move up to 5 pounds. The employee must be able to drive and have their own transportation. The work environment is an open environment office and noise levels vary. 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.