



## **KBBI DEVELOPMENT DIRECTOR JOB DESCRIPTION**

### **GENERAL**

The primary role of the Development Director is to generate funding for existing and future KBBI operations through underwriting sales, memberships, major gifts and special events as well as spearheading marketing and communications efforts. The Development Director works alongside the General Manager to support the strategic vision by creating fund-raising programs and activities necessary to meet revenue objectives for the financial health of the radio station.

An ideal candidate, will bring experience with databases, sales, ad marketing as well as be adept at balancing multiple priorities. Candidates must show a demonstrated ability to work independently and have exceptional organizational and communication skills, to be able to interact with staff, volunteers and supporters with a high level of professionalism.

### **Primary Duties:**

#### **Membership**

1. Create and execute a strategy for a large sustained base of annual individual donors including biannual on-air membership drives, direct mailings, ongoing monthly giving, mid-level giving, product donations, employee giving programs, member acknowledgement, etc.
2. Oversee membership income including monthly and annual reporting through the membership database software, Etapestry
3. Create and execute a strategy for a large sustained base of annual corporate support including on-air appeals, direct mail, sponsorships, new markets and revenue streams, etc.
4. Write and record underwriting on air promotions ensuring FCC compliance
5. Oversee all underwriting income, including contract creation and renewals, monthly billing, aging and monthly and annual reporting.
6. Create and execute a strategy for special events to meet revenue goals including Concert on the Lawn. Work with general manager to coordinate special events, including volunteer recruitment, permits, marketing, ticket sales, sponsorships and acknowledgement
7. Create and execute a strategy to market and promote all aspects of KBBI's mission, vision, values, goals and objectives

8. Oversee all station marketing communications, including the design and production of a monthly E-newsletter, Facebook, Instagram and other social networking.
9. Oversee the creation of all promotional material including soliciting designs for the Fall Membership mug.
10. Assist General Manager with grants and administrative issues when needed. Other duties as assigned.

**Requirements:**

1. Bachelor's degree, preferably in communications, marketing, business or public administration.
2. A minimum of five year's work related experience. Preferably in fundraising, marketing, or sales, and events.
3. Strong written and verbal communication skills, including public speaking. Good radio voice for on-air messaging.
4. Strong computer skills covering databases, social media and Microsoft Office.
5. Collaborative team player willing to work occasional evenings and weekends as necessary.
6. Must be able to demonstrate attention to detail, ability to analyze information and problem solve, professionalism, organizational savvy, and commitment to confidentiality.
7. Must work with other staff and the public in a professional and cooperative manner.

**Reports to:** General Manager

**Supervises:** Volunteers and student workers in development activities.

**Classification:** Regular, Full-Time Exempt

**Salary range:** \$39,000-\$48,000, DOE. As part of the total compensation package, benefits include paid holidays, vacation, sick leave, and stipend for health insurance. KBBI is an Equal Employment Opportunity employer.

**To Apply:**

Email a cover letter and resume with 3 professional references to [josh@kbbi.org](mailto:josh@kbbi.org) or mail to 3913 Kachemak Way, Homer AK 99603 to attention: Josh Krohn.