

**Job Description****Development Associate – Community Sponsorships****Northern Community Radio**

08.14.2023

Job Title: Development Associate – Community Sponsorships

Reports To: Development Director

FLSA Designation: Non-Exempt

Location: KAXE – Grand Rapids, KBXE – Bemidji, Possible Distant

Compensation: \$40,000-\$45,000

Job Summary: The Development Associate – Community Sponsorships, under the supervision of the Development Director, will assist in securing sponsorship of radio programming, KAXE events, and initiatives across digital products and multimedia platforms. The new hire will ensure messages are consistent with public broadcasting industry standards and KAXE's branding. This position begins with an active account list and will have a significant focus on developing new business.

**Essential Functions:**

- Identify, cultivate, solicit, close, and maintain new and renewing community partners including cash and trade accounts for all forms of program distribution, including on-air, online, streaming, podcasts, events, and more
- Conduct in-person, online, and phone calls to current & prospective community partners on behalf of the station
- Research, contact, and acquire potential sponsors; maintain accurate files for all contacts that are current, organized, and accessible to other station staff
- Meet or exceed monthly, quarterly, and annual goals
- Write effective underwriting copy in compliance with FCC guidelines and station policy; works with station staff to ensure timely and accurate broadcasting of all announcements
- Create and maintain traffic logs and scheduling to ensure spots are being read at the proper times and not conflicting with other messaging
- Provide stewardship and customer service to all sponsors in a timely and professional manner
- Assist in developing strategies for digital initiatives with the goal of increasing engagement and expanding partnerships
- Generate monthly reports; monitor and forecast revenue
- Work respectfully with diverse groups of stakeholders

**Knowledge/Skills/Abilities:**

- Familiarity with KAXE's radio programs
- Enthusiasm for KAXE's mission
- Highly motivated and able to develop new relationships through personal initiative, networking and referrals from existing partners
- Time and priority management
- Proficiency with standard office productivity software such as Microsoft Office, Google Suite, Google Ad Manager or willingness to learn

- Excellent communication and presentation skills, both in-person and online, with the ability to write and present in a professional and motivating manner
- Ability to work both independently and collaboratively with other team members
- Prior sales and/or fundraising experience a plus
- Maintain a commitment to diversity, racial equity, and inclusion through continuous development, modeling inclusive behaviors, and proactively managing bias

**Additional Responsibilities:**

- Perform other job-related duties as assigned
- Work to ensure the success of the organization
- Participate in other station activities, including but not limited to station events and fundraising activities which may require working occasional weekends or evenings, or otherwise adjusting work hours to accommodate the needs of the job