

# Delmarva Public Media Job Description

## Part-Time Marketing and Business Development Specialist

Delmarva Public Media is seeking a dynamic, relationship-driven marketing/business development professional to help us grow and sustain media sponsorships with a focus on Delaware. This role combines networking, account development, and strategic outreach to connect mission-aligned businesses with public media audiences.

### Key Responsibilities

- Identify potential businesses for sponsorship opportunities through networking and interacting with the business community; emphasis on DE
- Research industries, categories, and prospective accounts across the full Delmarva Public Media coverage area (Delmarva Peninsula: MD, DE, VA)
- Track, manage and report on digital advertising inventory
- Execute sponsor engagement strategies (e.g., newsletters, email campaigns, surveys, seasonal outreach)
- Assist in managing sponsorship inventory (on-air, digital, newsletter, etc.)
- Create sales collateral, social posts, e-newsletter, digital campaigns
- Participate in community events

### Qualifications

- 3–5 years of experience in marketing and/or business development for media or related industry
- Proficiency with a variety of business systems and tools including CRM's, Microsoft Office and email marketing platforms (e.g., Constant Contact)
- Excellent communication and creative skills e.g. Canva, Adobe
- Self-motivated with the ability to work independently

### Work Schedule & Requirements

- Part-time, 19 hours per week
- Flexible schedule but some evening and weekend hours
- Work remotely and/or in a Salisbury MD office
- Willingness to travel throughout the Delmarva region

### Compensation

- \$30/hour; 19 hours per week

### To Apply

Send resume and cover letter to Judy Diaz, [jdiaz@salisbury.edu](mailto:jdiaz@salisbury.edu)