WBGO is a global leader of music and spoken word broadcasting. We endeavor to inspire, educate and entertain by creating and distributing a variety of curated audio and video content of the highest quality, connecting our followers around the world to the legacy and vibrancy of American culture, via jazz, rhythm and blues and community-based, independent news and spoken word programming.

WBGO reaches upwards of 300,000 radio listeners in the New York/New Jersey metro area via 88.3FM. Our website – WBGO.org - and various social media platforms- reach hundreds of thousands more worldwide, via our digital content catalog, including our nationally syndicated program Jazz Night in America and various podcasts produced by WBGO Studios. Since 1979, WBGO has been an anchor institution for community engagement through our partnerships, concerts, academic and philanthropic initiatives from our base of operations in Newark, New Jersey

Position Overview
Reporting directly to the President & CEO, the Chief of Business Support (CBS) leads the media sponsorship sales effort representing Newark Public Radio’s broadcasting station WBGO, 88.3FM and WBGO.org. The CBS will provide hands-on leadership to the team responsible for selling and creatively packaging sponsorship programs across the station’s radio, digital and event platforms. With internal management and external market-facing responsibilities, the CBS will play a critical role in helping WBGO realize immediate revenue growth targets via existing radio platforms, while growing digital, event and multi-platform revenue. This position will have two (2) account executive direct reports.

Roles and Responsibilities
- Manage, support, develop, mentor and guide the underwriting sales team to secure financial support for WBGO and to exceed annual revenue goals.
- Assist with the development of the department’s annual budget and creation of sales targets
- Develop pricing and inventory controls
- Create proposals and manage the development of underwriting proposals
- Assist the underwriting team in identifying new opportunities and prospecting leads
- Ensure a team-based collaborative department to ensure the attainment of departmental and organizational goals.
- Support the sales team with team and individual meetings.
- Responsible for weekly/monthly activity tracking, projecting and forecasting future results, and reports of sales activity
- Directs staffing, training and performance evaluations for underwriting department.
- Planning comprehensive marketing campaigns for underwriting partners utilizing all available sales tools
• Adhere to Finance Department’s payment and collection procedures.
• Complete understanding and observance of the FCC rules and regulations as it relates to underwriting messaging in a noncommercial setting.
• Maintain current knowledge of radio ratings and digital metrics.
• Represent organization at community networking events.
• Understand the unique nature of public radio to be able to effectively advocate for the products and services.

**Qualification & Skills**
• Understands and uses broadcast research (e.g., Nielsen) as well as qualitative research tools.
• Possesses a genuine interest in public radio and the role it plays in our community
• Experienced in tracking and reporting sales activity via appropriate software tools.
• In a collaborative player-coach style, possesses the ability to inspire positive change as a member of the Senior Leadership Team.
• Highly motivated and creative. Possesses knowledge of required marketing skills and a willingness to develop further via training.
• Capable of working effectively in a highly collaborative culture.
• Excellent communicator with the ability to write and present in a professional and motivating manner.
• Outstanding customer service skills supported by fully developed customer relationship management skills
• Thorough understanding of media sales and media planning.
• Effective time management skills with the ability to manage multiple tasks and clients simultaneously.
• Has the ability and instinct to pivot, challenge assumptions and adapt the game plan based on market conditions, client feedback and the input of others.
• Takes ownership and maximizes resources. Can create a proactive strategy and applies a consultative sales approach to sustain client relationships (rather than “transact business”).
• Uncompromising honesty and integrity

**Education & Experience**
• Minimum of seven (7) years of sales management experience and ten (10) years in direct and/or outside sales.
• Bachelor’s degree in relevant field or equivalent experience in Nonprofit Management or Administration
• Professionalism, emotional maturity and tact are critical attributes to successfully managing a role at Newark Public Radio, Inc.
Commitment to Diversity, Equity & Inclusion

WBGO welcomes all ethnicities, races, gender identifications, ages, sexual orientations, ableness, languages, nationalities, and religions. This multiplicity supports our effort to create a healthy and thriving workplace where we all contribute to an invaluable and indelible service for our constituency. Embodying the spirit of diversity, equity and inclusion is a core value for WBGO, as a champion of music discovery, independent, fact-based news reporting, intelligent discourse, the African American experience, and as a steadfast advocate for the communities in which we live and work.

At WBGO, our goal is to provide and maintain a work environment that fosters diversity, inclusion, mutual respect, professionalism and cooperation. Newark Public Radio is an equal opportunity employer that does not discriminate on the basis of race, creed, color, religion, national origin, ancestry, age, disability or handicap, sex, gender identity, marital status, sexual orientation or any other characteristic protected by applicable federal, state or local laws.