



Sponsorship Associate

Full Time: Yes

Exempt: Yes

Hybrid/Remote Work

Reports to: Manager of Sponsorships

Summary

The Sponsorship Associate must have a passion for public media and will work with community businesses, organizations, and agencies to develop sponsorship support for two noncommercial stations: KUNC (NPR news and information) and The Colorado Sound (music discovery).

This position is directly responsible for generating revenue that sustains and grows the mission of public service media. The Sponsorship Associate is held accountable for achieving - and expected to exceed - individual revenue goals, contributing to team performance, and ensuring financial results that strengthen the stations. Success in this role requires initiative, persistence, and a results-driven approach.

Essential Functions

Community Sponsorship Development

- **Prospecting** - Proactively research and identify new sponsorship prospects every week, with the clear expectation of converting a set number into active accounts to meet revenue targets.
- **Needs Analysis** - Conduct thorough meetings with potential sponsors to uncover business objectives, audiences, and values, and directly connect these insights to station sponsorship offerings that drive measurable results.
- **Proposal & Presentation** - Prepare and deliver tailored, mission-driven proposals that directly link sponsor goals with KUNC and The Colorado Sound opportunities, with the expectation of closing new and renewing agreements and each month. Strong follow-up needed.
- **Relationship Building** - Build and manage a portfolio of sponsors that generates consistent revenue growth. Maintain high retention rates by providing exceptional service and renewing/expanding existing agreements.
- **Copywriting** - Draft clear, FCC-compliant copy that supports sponsor goals and submit on time to ensure seamless campaign delivery. Accountability includes timely sponsor approvals and on-air accuracy.
- **Community Engagement** - Maintain a consistent schedule of sponsor meetings each week, with documented outcomes that lead directly to goal attainment.
- **Revenue Accountability** - Deliver on individual monthly and annual sponsorship revenue goals. Sponsorship Associates are expected to deliver measurable financial results that contribute to the stations' sustainability.

Station Relationship

- Collaborate effectively with colleagues and departments to ensure sponsorship commitments are fulfilled, supporting long-term revenue stability.
- Represent KUNC and The Colorado Sound at the highest professional standard, reinforcing trust with the community and strengthening the stations' value for sponsors.
- Support station fundraising and events, contributing to overall organizational revenue growth.

Administrative

- Provide accurate weekly and monthly sponsorship projections that demonstrate progress toward goals and identify gaps.
- Maintain complete and timely records of proposals, contracts, and correspondence to ensure accurate tracking of revenue performance.
- Regularly monitor market trends and competitor activity to identify opportunities that lead directly to new sponsorship revenue.
- Attend system webinars and trainings to support goals.
- Participate in weekly goal setting and accountability meetings with the expectation of showing measurable progress toward revenue attainment.
- Support collections processes as needed to ensure timely revenue realization.

Knowledge, Skills, and Abilities**Knowledge**

- Understanding of FCC guidelines for noncommercial media underwriting.
- Experience with Microsoft Office Suite, Marketron Traffic software, or comparable.

Skills

- Excellent written and verbal communication skills to secure commitments and maintain sponsor relationships.
- Strong organizational skills and attention to detail to manage multiple accounts and deadlines.
- Effective time management skills with ability to prioritize activities that drive revenue results.
- Professional communication with a high level of integrity and ethical standards.

Abilities

- Ability to consistently deliver on revenue goals through disciplined, measurable activity.
- Work independently with sound judgment while maintaining accountability for results.
- Build and sustain effective relationships with staff, sponsors, and the community that lead to financial support.
- Prioritize tasks with a clear focus on meeting monthly, quarterly and annual sponsorship goals.
- Ability to act with integrity, professionalism, and confidentiality.

Experience and Qualifications

- 1-2 years media/sales experience with successful track record for meeting and exceeding revenue goals.
- 2 years of professional experience, preferably in media.
- Passion for public media and its community service.

Pay Range:

\$4,583.33 per month base salary for the first 3-months; \$2,567.02 base salary per month thereafter with healthy commissions and extra incentive pay upon successfully achieving goals. No top-end limit on commissions.

Performance Reviews:

Informal performance reviews will be conducted in the first 30, 60 and 90-days of employment with a full performance assessment after the 90-day trial period. Thereafter, reviews take place every 6-months.

Work Environment:

The employee typically works indoors at a remote location mostly but is required to travel to other locations for station events, meetings, and client meetings. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of this position.

About CRNC:

CRNC is a community-licensed public media outlet, operated by Community Radio for Northern Colorado, Inc., a 501 (c) 3, Colorado non-profit organization.

VISION

At Community Radio for Northern Colorado (CRNC), we dream of a world where every person feels seen, heard, and valued - a future where news and music foster understanding and community.

MISSION

Every day, CRNC inspires, informs, and entertains. We provide trusted information, innovative programming, and music that moves the soul.

VALUES

Accountability: Our work is focused on the vitality and enrichment of our communities and the people who comprise them. We seek every day to earn the trust of the people we serve through transparency, engagement, active feedback, and a commitment to excellence.

Community Service: To serve impactfully, we must be deeply engaged with our audiences. We are curious, and we actively develop opportunities to create dialogue and to listen so that we can better understand the needs and aspirations of our communities.

Innovation and Growth: Just as our communities' needs evolve, so must we. That's why we are committed to adaptation, to forging new partnerships, to embracing the changing media and technology landscape, and to delivering our services in new ways, and on platforms and at times that serve people's unique needs.

Respect: We value respect by fostering a welcoming working environment where everyone's unique contributions are honored, encouraging learning, appreciation, and a strong sense of community. We apply this value when interacting with our sources, musicians, donors and members, and the public-at-large.

The position description does not constitute an employment agreement and is subject to change by the employer as the needs of the employer and requirements of the job change. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of this position.

How to apply:

Please send a cover letter, resume and three references to human.resources@kunc.org. Priority will be given to early applicants. No phone calls please.