

MOUNTAIN LAKE PBS
PLATTSBURGH, NY
POSITION DESCRIPTION

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| JOB TITLE: | Corporate Support Representative |
| DEPARTMENT: | Underwriting/Development |
| REPORTS TO: | Director of Development |
| STATUS: | Nonexempt |
| PAY RANGE: | \$15-16 per hour plus no cap commission |

Summary of Job:

PURPOSE: Responsible for securing corporate underwriting for Mountain Lake PBS (MLPBS) programming (locally and nationally produced) and other related activities, such as special events and other station activities. The individual should have a strong commitment to Public Broadcasting. This position allows for freedom and self-guidance with a top-tier work culture.

SPECIFIC DUTIES AND RESPONSIBILITIES

- Secure financial support for MLPBS programming, productions and related activities including, but not limited to: special events, promotion and/or outreach activities/projects. Primary territory: Northeastern New York & the Champlain Valley.
- Identify, research, and solicit clients for financial support. Cultivate immediate and long-term prospects. Generate and track clients & prospects, including interests, budgeting cycle, marketing objectives, historical associations with MLPBS, philanthropic activities and corporate financial performance. Secure immediate funding commitments and long-term client relationships. Identify opportunities for enhanced corporate funding from current clients.
- Create effective proposals integrating sales and marketing tools. Acquire in-depth knowledge of MLPBS broadcast schedule, local and regional productions, outreach and development efforts. Maintain file of promotional materials and additional opportunities for “off-air” client recognition. Develop project packages that will result in increased funding for MLPBS and will help corporate funders better meet their marketing objectives.
- Travel to Canada to generate Underwriting sales as needed.
- Maintain and update client and prospect files and database. Regularly summarize and report significant client information.
- Maintain regular communication and correspondence with client base. Work directly with the production, programming, development, and educational teams, acting as central liaison between client and the MLPBS staff in creating and airing effective underwriting spots.
- Attend weekly Development meetings at the station. The Account Representative needs to be aware of all productions at the station, as well as events and educational initiatives that might involve business support.
- Other duties as assigned.

OTHER

- The Corporate Support Representative is expected to maintain complete confidentiality.
- Attire: Business casual on non-meeting days (with clients). Business wear on meeting days.
- There is no cap on commission. Commission is based on fiscal year sales. Only cash (new and renewal) contracts are credited toward sales goal.

MINIMUM QUALIFICATIONS

Education & Training:

- High School degree, computer proficiency.

Work Related Experience:

- At least two years sales experience or a combination of customer service, sales and special event experience. Proficient in word processing; must have excellent interpersonal; verbal and written skills; composition of routine business correspondence; communicate effectively; handle multiple tasks simultaneously; must be deadline oriented; must have the ability to work well with others under tight deadlines; must possess strong organizational and customer service skills.

REQUIRED CERTIFICATION/REGISTRATIONS OR LICENSURE

Must be able to legally operate a motor vehicle in the United States and Canada. Passport and/or enhanced driver's license is required for travel in and out of Canada.

PHYSICAL REQUIREMENTS

Adequate vision and hearing. Occasional lifting of up to 30-40lbs.

Mountain Lake PBS is an equal opportunity employer.

To apply please send cover letter and resume to:

Human Resources
Mountain Lake PBS
One Sesame Street
Plattsburgh, NY 12901
- or -
HR@mlpbs.org