

# Blue Ridge Public Television, Inc.

**Position Title:** Corporate Support Representative

**Reports To:** Director of Corporate Support

**Location:** Blue Ridge PBS – Roanoke, VA

**Compensation:** \$45k - \$50k/annual base, plus commission structure of up to 20%

**Schedule:** Full-time

## **Position Summary**

Blue Ridge Public Television is seeking a motivated Corporate Support Representative to generate sponsorship, underwriting, and production revenue for Blue Ridge PBS, PBS Appalachia, and ECHO TV. This position will build relationships with businesses, organizations, and community partners while developing sponsorship opportunities across broadcast, digital media, local productions, events, and community engagement initiatives.

## **Key Responsibilities**

- Identify, cultivate, and secure corporate sponsorships, underwriting support, and production funding.
- Develop and maintain relationships with current and prospective sponsors.
- Prepare sponsorship proposals, presentations, contracts, and related materials.
- Work with Dir of Corporate Support and other internal teams to develop sponsorship opportunities connected to programming, productions, events, digital content, and station initiatives.
- Meet established revenue goals and sales objectives.
- Maintain accurate records of sales activities, sponsor communications, agreements, and follow-up.
- Represent Blue Ridge Public Television at community events, business functions, and networking opportunities.
- Ensure sponsorship and underwriting messages comply with PBS, FCC, and station guidelines.

## **Required Qualifications**

- Bachelor's degree or equivalent experience in sales, marketing, fundraising, communications, media, nonprofit development, or related field.
- Strong communication, presentation, writing, and relationship-building skills.
- Proven ability to meet goals, manage prospects, and work independently.
- Strong organizational skills and attention to detail.
- Valid driver's license and willingness to travel throughout the station's service area.
- Commitment to the mission and values of public media.

## **Preferred Qualifications**

- Experience in media sales, sponsorship sales, advertising, fundraising, nonprofit development, or corporate partnerships.
- Knowledge of public broadcasting, underwriting practices, or nonprofit sponsorship models.
- Familiarity with broadcast, digital media, video production, social media, or event sponsorship.
- Existing relationships within the business or nonprofit community in Blue Ridge Public Television's service area (Central, Southwest, and Southern Virginia).



📍 1215 McNeil Drive SW, Roanoke, VA 24015  
🌐 [BlueRidgePBS.org](http://BlueRidgePBS.org)  
✉ [info@BlueRidgePBS.org](mailto:info@BlueRidgePBS.org)  
☎ (540) 344-0991



📍 500 Gate City Hwy, Bristol, VA 24201  
🌐 [PBSAVirginia.org](http://PBSAVirginia.org)  
✉ [contact@PBSAVirginia.org](mailto:contact@PBSAVirginia.org)  
☎ (276) 300-4727