

POSITION GUIDE

Job Location:
WMHT
4 Global View
Troy, NY 12180

Title: Institutional Advancement Manager
Department: Institutional Advancement
Hours: M-F 8:30 a.m. – 5:00 p.m.
Type: Full-Time, Non Exempt
Reports To: Director, Membership & Mid-Level Giving

The Organization:

WMHT Educational Telecommunications is a multichannel public communications organization that reaches beyond the traditional broadcasting model to act as a leader by convening arts, culture, learning, and civic interests. Located in New York's Capital Region, WMHT serves diverse communities from the Mid-Hudson Valley to the Berkshires, including portions of Vermont and Connecticut, reaching an area of more than one million people. WMHT provides entertainment, enrichment, and engagement through television, radio, digital media and educational services including WMHT-DT (17.1), WMHT-Create (17.2), WMHT-World (17.3); and EXIT 97.7 and 106.1 WEXT (AAA public radio). WMHT also operates RISE, a radio reading for the blind and print disabled.

WMHT services are focused on three key areas of community need: Civic and Public Affairs, Arts and Culture, and Children and Education.

WMHT Public Media is proud to be recognized as one of the Capital Region's Top Workplaces by the Times Union.

The Opportunity:

We are seeking an energetic person with strong writing and interpersonal skills to help WMHT grow its on-air fundraising, donor engagement, and stewardship efforts. The WMHT Institutional Advancement Manager will also assist with customer service and help provide database/CRM operational support for the WMHT Institutional Advancement Department.

This position reports directly to the WMHT Director, Membership & Mid-Level Giving, and will work collaboratively with WMHT colleagues, outside partners, and members of the viewing and listening public.

The successful candidate will have strong writing and organizational skills, an understanding of fundraising, and familiarity with WMHT and WEXT programming. The individual should also be proficient in MS Word and MS Excel, and possess a willingness to become proficient in WMHT's fundraising database (ROI) and email platform (Iterable).

Specific Duties:

- Prepare stewardship, solicitation, and marketing materials, acknowledgements, on-air announcements, and other communications to promote the concept of philanthropy, leadership giving and planned giving, and general support for WMHT.
- Assist with viewer, listener, and donor events for WMHT, WMHT FM and WEXT
- Record contributions made by donors into CRM software.
- Coordinate On air Fundraising campaigns for TV, FM, and WEXT with both internal and external partners including premium selection/fulfillment, writing E-solicitations, scripts and coordination of information to vendors. Audit schedule and gift list for accuracy
- Write bi-weekly E-Newsletters for WMHT TV, WMHT FM and WEXT
- Create monthly TV schedule for mail to members
- Assist with writing of fundraising-based donor communications for WMHT-TV, WMHT-FM, and WEXT
- Create and distribute reports that track progress toward department goals including pledge results and trends, donor portfolios, mailing lists

- Assist the Senior Advancement Officers with donor research, identification, and tracking
- Other duties as assigned

Requirements:

- Bachelor's degree or equivalent career experience
- Commitment to the mission and goals of public broadcasting
- Ability to work successfully independently and as a team member
- Strong communication and interpersonal skills
- Demonstrated ability to collaborate effectively with colleagues at all levels of the organization and with donors
- Strong time-management skills with the ability to meet deadlines consistently

To apply, please email a cover letter, resume, and writing sample to lvalentino@wmht.org or mail to:

Lynn Valentino
WMHT
4 Global View
Troy, NY 12180

WMHT Educational Telecommunications is an equal opportunity employer. The community and audience we serve is diverse, and we wish to foster that diversity in our workplace. Toward that end, WMHT does not discriminate against individuals in hiring, employment or promotion on the basis of race, religion, color, sex/gender, gender identity and gender expression, age, marital status, national origin, sexual orientation, citizenship, handicap or disability, veteran or military status, political belief, pregnancy, genetic information or any other characteristic protected by law

Salary Range: \$40,000 - \$50,000