

POSITION GUIDE

Job Location:
WMHT
4 Global View
Troy, NY 12180

Title: Institutional Advancement Coordinator
Department: Institutional Advancement
Hours: M-F
Type: Full-Time, Non-Exempt
Reports To: Director, Membership & Mid-Level Giving

BROAD FUNCTION:

WMHT Public Media, located in New York State's Capital Region, serving Eastern New York and Western New England, is the only locally owned, nonprofit, multichannel public communications organization that reaches beyond the traditional broadcasting model to act as a leader by convening arts, culture, learning and civic interests. WMHT focuses on Community, Culture and Connections by providing entertainment, enrichment and engagement through television, radio, digital media, and educational services. WMHT Public Media is proud to be recognized as one of the Capital Region's Top Workplaces by the Times Union.

At WMHT, we create trusted, unbiased, multi-platform media that meets our audiences where they are and delivers high-quality content that reflects the diversity of our region. We strive to create a workplace culture that values diversity of perspective and lived experience. WMHT provides a place where people are supported to do their best work.

WMHT Job Description:

WMHT is seeking an energetic person with strong writing and interpersonal skills to help WMHT grow **its** on air fundraising efforts, and our donor engagement and stewardship efforts. The WMHT Institutional Advancement Coordinator 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 directly with WMHT Staff, outside partners, and members of the viewing and listening public.

The successful candidate will have strong writing skills, an understanding of fundraising, strong organizational skills, be knowledgeable about WMHT and WEXT programming, proficient in MS Word and MS Excel, and possess a willingness to become proficient on WMHT's 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 TV, WMHT FM and WEXT
- Record contributions made by donors into CRM software.
- Provide customer service by responding to donor questions via email/phone
- Coordinate On air Fundraising campaigns for TV, FM, 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 Institutional Advancement Officers with donor research, identification, and tracking
- Other duties as assigned

Requirements:

- Bachelor's degree
- Commitment to the mission and goals of public broadcasting
- Ability to work successfully either independently or as a team member
- Strong communication and interpersonal skills
- Ability to work cooperatively with people at all levels in the organization and donors, and to meet deadlines

The yearly salary range is \$45,000 - \$50,000

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

Valerie Belden
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.