

POSITION GUIDE

Job Location:
WMHT
4 Global View
Troy, NY 12180

Title: Senior Advancement Officer
Department: Institutional Advancement
Hours: M-F 8:30 a.m. – 5:00 p.m.
Type: Full-Time, Exempt
Reports To: VP, Chief Advancement Officer

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 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), WMHT-Kids (17.4); and EXIT 97.7, 106.1 WEXT (AAA public radio), WMHT FM 89.1, WRHV 88.7. WMHT also operates RISE, a radio reading for the blind and print-disabled.

WMHT services focus 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:

The Senior Advancement Officer at WMHT Public Media plays a critical role in securing transformative financial support to ensure the long-term growth and sustainability of the organization.

As part of a dynamic, forward-thinking fundraising team, the Senior Advancement Officer (SAO) will collaborate with the President & CEO, VP & Chief Advancement Officer, staff, and Advancement Committee members to build meaningful relationships with donors and stakeholders. Leveraging WMHT's solid foundation of philanthropy and community engagement, the SAO will focus on cultivating, soliciting, and stewarding major gifts from individuals, foundations, and other philanthropic entities.

This position requires a strategic approach to expanding WMHT's local and regional donor base to meet the organization's annual operating, restricted, and capital funding goals. The SAO will be instrumental in driving innovative fundraising strategies that align with WMHT's mission and vision, ensuring the organization's continued impact as a trusted public media resource.

Specific Duties:

- Proactively identify and engage donors and other philanthropic entities to secure annual and transformative gifts, supporting WMHT Public Media.
- Strategically manage a portfolio of approximately 150 donors and prospects, consistently achieving or exceeding revenue, contact, and solicitation goals.
- Drive the growth of annual, restricted, and capital funding through innovative fundraising strategies.
- Cultivate and steward existing donors to deepen relationships and significantly enhance philanthropic contributions.
- Utilize diverse sources, including the donor database, event participation, research, and community networking, to identify and qualify new donor prospects.
- Lead the full cycle of donor engagement—identification, cultivation, solicitation, and stewardship—to secure major gifts.

- Implement proactive outreach initiatives to build meaningful connections with new prospects.
- Present planned giving opportunities to donors and prospects, aligning their philanthropic goals with WMHT's mission.
- Collaborate closely with the Advancement team to align efforts and achieve shared objectives.
- Articulate the impact and value of WMHT and public media with clarity and passion, effectively communicating its importance to the community.
- Represent WMHT at community and station events to enhance visibility and foster relationships.
- Perform additional development and fundraising activities as needed to support organizational goals.

Requirements:

- Experience: A minimum of five years of proven frontline major gifts experience, including direct, personal solicitation of major donors.
- Fundraising Success: A demonstrated ability to secure four-, five-, and six-figure gifts, with a strong history of successfully cultivating and managing relationships with high-net-worth individuals.
- Planned Giving Expertise: A solid understanding of planned giving strategies and options.
- Passion for Public Media: A deep commitment to public media, the arts, and their positive impact on society.
- Communication Skills: Excellent verbal and written communication skills, with the ability to deliver compelling presentations and analyze data effectively.
- Travel Flexibility: Willingness to travel as needed for donor visits, with an expectation of 75-100 donor meetings annually.
- Personal Attributes: An energetic, collaborative, curious, adaptable, and persistent mindset, with a focus on achieving goals.
- Technical Proficiency: Competence in donor database management, Microsoft Office Suite (including Excel), and online research tools.
- Educational Background: A bachelor's degree or higher.

To apply, please email a cover letter, resume, and writing sample 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

Salary Range: \$83,000 – 93,000