

WTCI, The Greater Chattanooga Public Television Corporation, is currently seeking to fill the position of

Business Development Associate

Please submit resume and cover letter to:

WTCI

Human Resources

7540 Bonnyshire Drive

Chattanooga, TN 37416

jobs@wtciTV.org

Viewers trust WTCI PBS, and we deliver a valuable audience to sponsors of our programming. WTCI PBS is hiring a Business Development Associate who will build relationships with corporate leaders in the Tennessee Valley, offering opportunities for organizations to reach a premium audience of engaged, affluent, educated, influential consumers.

Summary: Under the general direction of the Director of Development, the Business Development Associate will promote underwriting and support opportunities for businesses and organizations in the greater Chattanooga area. The Business Development Associate will manage, prospect, and secure activities supporting WTCI's programs, productions, and special events.

Duties and Responsibilities:

- Obtain corporate underwriters for WTCI PBS programming, which includes national, statewide, and local productions.
- Present, promote, and secure support of all products and services to existing and prospective customers, including program underwriting, production underwriting, special event sponsorships, facility/studio rental contracts, and production services.
- Monitors competition by gathering current marketplace information on pricing, products, and new products.
- Analyze the territory/market's potential, track activity and status reports
- Maintains professional and technical knowledge of WTCI and PBS.
- Attend appropriate PBS corporate support training and seminars as requested.
- Prepare underwriting and contracts for review.
- Work closely with the production department to ensure underwriting spots meet client expectations and follow PBS and FCC guidelines.
- Establish, develop, and maintain positive business and customer relationships.
- Distribute underwriting contract information to appropriate staff per station policy.

- Communicate regularly with the Director of Development regarding weekly goals, business contacts, and results achieved.
- Keep the team informed about customer needs, problems, interests, competitive activities, and potential for new products and services.
- Log and record all sales activities into the underwriting CRM.
- Achieve agreed upon sales targets and outcomes within schedule.
- Adhere to all station policies, PBS, and industry, State, and Federal regulations as they apply to the department's activities.
- Assist other departments as assigned.

Qualifications:

- At least two years of media sales experience.
- Proven ability in the creation of sales marketing materials.
- Effective interpersonal, organizational, written, and verbal communication skills.

Minimum Qualifications:

- Bachelor's degree or three (3) years of proven results in securing national/local corporate sponsorships/contributions and new business development.
- Excellent interpersonal skills in working with corporate partners, sponsors, vendors, donors, colleagues, volunteers, and the general public.
- Ability to work independently and be a key contributor in a highly dynamic team environment. A collaborative work style is essential.
- Proficiency with Microsoft Office Suite is required; proficiency with fundraising CRMs is highly desired.
- Possess a working vehicle, provide appropriate vehicle liability insurance, and will be subject to an annual DMV background check.

Benefits:

- 401(k)
- Dental/Health/Vision/Life Insurance
- Paid time off

This is a salaried position plus commissions.

All interested candidates must submit a resume and cover letter for consideration including salary range requirements.

WTCI is an Equal Employment Opportunity Employer