

## **WTVP POSITION ANNOUNCEMENT**

Job Title: **Director of Development**  
Appointment: **Full-time**  
Opening Date: **July 1, 2008**  
Closing Date: **Until filled**  
Salary: **Commensurate with Experience**  
Apply by Mail Only: **WTVP 47**  
**DoD Search Committee**  
**101 State Street**  
**Peoria, IL 61602-1547**

### **GENERAL DESCRIPTION**

The Director of Development (DoD) has planning, management and oversight responsibilities for activities and personnel associated with annual fundraising/development, including on-air, online, in person, direct mail, telemarketing, and any other means; manages the activities of assigned development personnel; and has personal responsibility for relationships with current, past, and potential donors. The DoD reports to the CEO and provides staff support to the Board of Trustees' Development Committee and to other BOT committees as assigned. The position also works closely with all other station departments as well as with station volunteers, consultants and the general public.

### **QUALIFICATIONS**

Bachelor's Degree or equivalent. Minimum of 5 years successful work in fundraising/development with increasing responsibilities or management experience. Excellent written, verbal and personal communications skills. Experience and comfort in developing and maintaining relationships at all levels from the boardroom to the boiler room. Knowledge and demonstrable experience in budgeting and finance. Computer database management experience. The ability to work occasional evenings, weekends and odd schedules.

### **MAJOR DUTIES**

1. Membership
  - a. Plan, implement and manage WTVP's annual membership activities:
    - i. Oversee development of the membership program (donors to \$999) to provide a broad base of support from individuals and groups within the coverage area
    - ii. Plan and produce all on-air and on-line fundraising activities
    - iii. Develop and implement direct mail, telemarketing, and other development efforts to acquire new members, retain current members, and reacquire lapsed members
    - iv. Oversee monthly renewal efforts
    - v. Plan, organize and conduct a program to increase and maintain the financial support of WTVP by the business and commercial communities
    - vi. Supervise the development of an active volunteer and affinity group program
    - vii. Develop and implement fundraising events
    - viii. Prepare, analyze and present various reports to management, e.g. reports that indicate, interpret, inform and project performance and trends
2. Auction
  - a. Oversee development, planning and production of all aspects of the annual WTVP Auction, including on-air, on-line, and pre- and post-auction events
3. Budgeting and Planning
  - a. Develop a departmental budget with the CEO and Controller
  - b. Manage departmental activities in line with the budget

- c. Report on revenue and expenditures and their concurrence with the annual budget and other goals
- 4. Supervising and Training
  - a. Recruit, train, evaluate and generally supervise all Development Department personnel assigned to this position, especially the Auction Director/Assistant Director of Development.
- 5. Public Presentations
  - a. Represent the station in the community in person and on air
  - b. Develop a station Speakers Bureau
- 6. Major Giving
  - a. Assist the CEO and others on the development and cultivation of major donors as assigned.
- 7. Other duties as assigned

**HOW TO APPLY**

Apply by sending a résumé, cover letter, references and salary requirements to DoD Search Committee, 101 State Street, Peoria, IL 61602-1547. The position will remain open until filled.

**Applications without a cover letter will not be considered.**

**WTVP IS AN EQUAL OPPORTUNITY AND AFFIRMATIVE ACTION EMPLOYER. WOMEN, MINORITIES AND VETERANS ARE ENCOURAGED TO APPLY.**