



POSITION ANNOUNCEMENT

Job Title: DEVELOPMENT SPECIALIST

Appointment: FullTime

Opening Date: October 6, 2022

Closing Date: Two weeks or until filled

**Apply: Mail: WTVP
Julie Sanders - Station Manager
101 State Street
Peoria IL 61602-1547**

Email: julie.sanders@wtvp.org

Job Description

Responsible for managing all station fundraising activities including on-air, online, in-person, mail, telemarketing, underwriting, events, and other means; manages the activities of all development personnel; has personal responsibility for major giving, planning giving, and relationship with current, past and potential donors. The Development Specialist is a member of the WTVP's senior management team and provides reports to the board of directors.

The position reports to the Station Manager.

Major Duties

- Supervises the Development Department and all regular fundraising activities such as on-air, Membership drives, auctions, direct mail, telemarketing, web-based solicitations, and events
- In conjunction with the Station Manager, develops departmental budget goals and strategies; reports regularly to the board of directors on the department's work.
- Bears primary responsibility for prospecting, cultivating, and closing major gifts and sustaining and growing the station's major donor society.
- Create and oversee a planned giving program.
- Plans and implements direct mail campaigns and develops other membership correspondence, including thank you letters, renewal letters, matching gift correspondence, and additional gift requests, such as Endowment.



- Coordinates membership promotion, including on-air spots, email and website
- Oversees development and execution of station fundraisers
- Seeks out grant opportunities for the station and either pursue or assigns research and written proposals.
- Seeks out and supervises Development interns.
- Takes part in ongoing continuing education, including attending professional workshops and training. Helps to further professional growth among Development staff, including cross-training and continuing education.
- Holds regular staff meetings, attends weekly Senior Staff meetings, and conducts a yearly performance review of Development staff.
- Works with other station department leaders to be an integral part of the management team, assuring the smooth flow of information and a mutually cooperative working relationship with all departments.
- Other duties as assigned

Qualifications

- Excellent written, verbal and personal communication skills
- Knowledge in fundraising, management, marketing, budget development and planned giving
- Experience and comfort in developing and maintaining relationships with donors, business community, board members and volunteers.
- Proficiency with Microsoft office products

How To Apply

Apply by sending a resume, cover letter, and references to Station Manager, WTVP, 101 State Street, Peoria IL 61602, or via email at Julie.sanders@wtvp.org. No third-party applications will be accepted.

No phone calls, please.

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