

Western New York Public Broadcasting Association
WNED | WBFO
Buffalo & Southern Ontario

Position Title: Dir., Fundraising Events
Reports to: SVP, Development & Corporate Communications
Status: Full-time, Exempt
Date Revised: May 2017

I. Summary:

Develops, manages and coordinates all aspects of fundraising ticketed events for WNED | WBFO. The goal of this position is to create new or expand existing event opportunities for viewers/listeners to enjoy. The events are intended to generate revenue for our stations and provide our audience with “insider” access to our business. Each event will complement our public broadcasting programs (TV & Radio). The Director of Fundraising Events will frequently work with other WNED | WBFO departments and/or outside vendors. Events will occur in both the U.S. and Canada. Additionally, the Director of Fundraising Events will supervise the Volunteer and Events Manager.

II. Essential Functions of Position:

1. Coordination and execution of existing ticketed events
 - a. Duties include securing venues in both the U.S. and Canada, working with caterers for food orders and timely delivery
 - b. Setting ticket prices, managing studio set-up and staging for each event (in-house and alternate venues)
 - c. Crafting promotional materials to market event booking talent & negotiating fees (performance artists, appraisers, musicians, lecturers, television and radio personalities, and others)
 - d. working with volunteers
 - e. Maintaining accurate computer records of ticket purchasers and prospect lists, and coordinating with key WNED | WBFO departments (including facilities, major gifts, engineering, corporate communications and membership)
2. Create, develop and coordinate new ticketed event opportunities
 - a. Creation of new fundraising events. This would include concepts that resonate with our existing audiences because they target current radio and television programming, and/or new ideas to attract different audiences.

Duties include:

1. Creating new relationships with potential partners from around WNY and Southern Ontario
2. Creating and monitoring budgets for new events
3. Researching viability and revenue potential for new events

4. Bringing in appropriate talent/ celebrities for each event
 5. Researching and securing new venues in the U.S. and Canada
 6. Coordinating calendar of events
 7. Integrating new events into “existing” event roster
3. Supervision of Volunteer and Events Manager
 - a. Supervise and work closely with the existing manager to maintain and enhance relationships with caterers, participants in existing events and WNED | WBFO volunteers.

III. Non-Essential Duties:

1. Other Duties as Assigned

IV. Required Qualifications and Experience:

1. Proven track record of event management & creation
2. Ability to work a flexible schedule, which includes nights, weekends, and extended hours
3. Superior ability to work with a variety of people, organizations, and operate successfully under pressure
4. Must be able to multi-task and manage multiple projects at once
5. Ability to react quickly and decisively to correct problems
6. College degree
7. Superior verbal and written communications skills