



Lehigh Valley Public Media Position Description

Title: Sponsorship Sales Account Executive

Last Revision Date: 01/2020

Status: Exempt, Full-time, Benefits eligible

Department: Development

Reports To: Chief Revenue Officer

ORGANIZATION BACKGROUND

PBS39 and WLVR Radio are part of Lehigh Valley Public Media, a 50-year young non-profit located 90 minutes from Manhattan and 60 minutes from Philadelphia in the rapidly growing Lehigh Valley of Pennsylvania. The organization is beginning an exciting new era and seeks talented and energetic team members for these transformational new enterprises that will ensure a community that is engaged, inspired and vibrant.

JOB SUMMARY

WLVT-PBS39 and WLVR News (NPR) is seeking an experienced media sales professional to join our Development team. This is an exceptional opportunity for a mission-minded and innovative individual to be an integral part of a growing public media organization that is local and community centric. Responsibilities will include securing Sponsorship for TV and Radio broadcast, digital assets including Social Media, Apps and Podcasts, along with our local Events.

MAJOR RESPONSIBILITIES

- Identify, cultivate, and maintain long-term relationships with the decision makers of local businesses and corporations.
- Understand the customer's needs and develop sponsorship opportunities that offer solutions to help fuel their growth.
- This is a 360-degree sales position that includes prospecting, needs assessments, proposal creation and presentation, securing the sale, developing copy and servicing the account.
- Utilize a thorough understanding of the LVPM's strategic plan and priorities to build productive relationships and become conversant in the public service value and impact of all programs and services provided to community by LVPM.
- Monitor and evaluate progress toward goals and provide reports as requested.

OTHER RESPONSIBILITIES

- Perform other duties as assigned.



EXPERIENCE NEEDED TO QUALIFY FOR THE POSITION

The Sponsorship Sales Account Executive should be a strong team player since they will interact with multiple internal teams and...

- Possess a thoughtful and positive demeanor.
- Demonstrate a successful track record in media sales.
- Understand the value of, and display a passion for, Public Media (PBS, NPR).
- Able to create thoughtful and persuasive written, oral and presentation communications, as well as the ability to explain the organization's efforts to existing and prospective sponsors.
- Possess a high level of integrity. Develop and maintain communications in a cooperative and professional manner with all levels of staff and customers
- Able to work independently with minimal supervision; a self-starter.
- Proficient in Microsoft Office Suite (Outlook, Word, Excel, PowerPoint) and CMS database systems.

MINIMUM DEGREE/TRAINING REQUIRED TO PERFORM POSITION'S RESPONSIBILITIES

- Bachelor's Degree and a minimum of three years' experience in media sales, marketing or related fields in a complex organization; or equivalent combination of education and experience.

WORKING CONDITIONS

- The position may require some occasional hours that include nights and weekend dates that are key to Sales initiatives.

WORKING CONDITIONS

- Must be able to work longer hours as well as weekends when requested.

To apply:

No phone calls, please.

Send via email to: wlvapplicant@wlv.org

Cover Letter

Resume

Salary Requirements

References

Include **Sponsorship Sales Account Executive** in subject line.

Lehigh Valley Public Media is an equal opportunity employer.