

COLORADO PUBLIC RADIO
Job Description (2014)

Job Title: Senior Local and National Underwriting Associate
Reports to: Director of Corporate Support
FLSA Status: Exempt
Department: Development

Summary: The Senior Local and National Underwriting Associate will serve as a media sales professional representing Colorado Public Radio with responsibility for generating operating income through the sale of underwriting – both on-air and digital - in support of individual and department revenue goals. This person will also support philanthropic giving as a collaborative partner with CPR's Major Donor Department. National responsibilities include working in partnership with the CPR national rep firm, National Public Media (NPM). This position to include working with CPR Marketing on all underwriting related marketing projects.

Essential Duties and Responsibilities:

- Meet goal requirements while adhering to CPR guidelines and standards.
- Manage existing underwriting accounts and identify and build new account relationships.
- Qualify account needs; and demonstrate and sell the value of underwriting to established and prospective accounts.
- Work in partnership with NPM and provide support and follow through to ensure that the national goal is met.
- Serve as liaison between underwriting and marketing and manage all marketing-related activities and communications for underwriting.
- Act as the back-up for the Underwriting Associates when they are otherwise unavailable to manage their accounts directly.
- Meet weekly as a team; and weekly one-on-one with the Director of Corporate Support; and as needed to ensure annual individual and team goals are met.
- Identify philanthropic opportunities within underwriting accounts; actively participate in cultivation plans with Major Donor staff.
- Assist with other special projects including CPR event management.

Knowledge & Competencies:

- Embraces the mission and purpose of Colorado Public Radio.
- College degree or equivalent sales experience.
- Demonstrated ability to lead and manage.
- Ability to multi-task while paying attention to detail and follow through.
- Skilled at writing a clear and compelling proposal, letter and e-mail.
- Proficient at Word, PowerPoint, Excel.

- Ability to represent CPR cultural, programming and management standards.
- Proven success with direct sales experience.
- Sales management experience a plus.
- Sales skills to include:
 - Demonstrated ability to meet sales goal requirements.
 - Ability to build and maintain relationships; qualify needs; demonstrate the difference between CPR underwriting and other media options; present the value of Colorado Public Radio; and close business.
 - Draft and finalize underwriting agreements including schedules and costs.
 - Qualify copy points; write copy that adheres to CPR and FCC guidelines.
 - Maintain account records, including traffic orders, receivables, database input and tracking in salesforce.com and correspondence.
 - Insure timely collection of accounts receivable.