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<b>Job Title:</b>	WTVI Development Specialist	<b>Grade:</b>	J
<b>Department:</b>	WTVI	<b>FLSA:</b>	Exempt

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*The incumbent in this job is expected to assist the College in achieving its vision and mission. Customer focus, college service, and a willingness to assist as needed are expectations for all employees.*

### **General Function:**

This role will be responsible for implementing the tactics required to support the membership department in maintaining a high level of customer service, meeting fundraising goals, retaining and growing membership base and providing production, coordination and administrative support on various assignments.

### **Characteristics Duties and Responsibilities:**

1. Administer all levels of pertinent communication with members through calls, mail and email on consistent basis and handling of any primary membership issues. Assist with processing member donations and may research and resolve discrepancies.
2. Oversee all processes for member premium gifts and manage premium database to keep inventory current with website and call center. Ensures customer service standards are being met with call center.
3. Assists and maintains membership services associated with Passport, the digital platform for PBS on demand programming.
4. Database management: Accurately create, update and maintain member files and databases.
5. Researches and develops data and surveys related to cultivating new members, volunteers and social ambassadors.
6. Writes content for e-Newsletter.
7. Pledge drive: Premium set up (item inventory, premium, update web page), ordering, donation process, concert ticket assignment. Acts as pledge coordinator.
8. Records daily deposit summary and maintains confidentiality of physical checks and other payment information.
9. Creates occasional donor-centric events (3-4 per year) and mailers to increase the number of donors and major donors.
10. Other duties as assigned.

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### **Reporting Relationships:**

**Direction Received:** Reports to the General Manager  
**Direction Given:** No authority or responsibility for others

### **Minimum Requirements:**

Bachelor's Degree from a regionally accredited institution and one year of related experience. Fundraising experience would be an additional benefit.

### **Knowledge, Skills, Abilities, and Worker Characteristics:**

- Excellent creative thinking and analytical skills
- Adept at problem-solving skills
- Willingness and focus on helping others
- Strong independent judgement
- Ability to analyze data to increase revenue
- High quality writing skills
- Database Management
- Microsoft Office Suite
- Google Workspace
- Strong communication skills and professional in all contact with the public; focused on providing top notch customer service

### **Working Conditions:**

Typical Office Environment

