

JOB TITLE: Manager, Underwriting & Sponsorship

Updated July 21, 2011

Located in Philadelphia, Independence Media is an innovative non-profit organization which owns a local non-commercial television station, and develops program services. MiND can be seen throughout the Philadelphia and New York City regions, and on the web: www.mindtv.org.

Manager, Revenue is a key revenue position. This is a challenging, hands-on role in a dynamic environment within an evolving industry. It combines day-to-day management and coordination of routine tasks with strategic management of revenue activities including development, sales and delivery of production packages; development of sponsorship and underwriting revenue for programs, projects and distribution, promotion of MiND's digital sub-channels (including NHK World), and management of themed events, such as screenings of MiND programs.

We're a small nonprofit business with big plans. A successful candidate will bring a demonstrated capacity to raise project funding; an equal successful record of opportunistic sales; superior communication skills; ability to build and nurture productive relationships; and a willingness to work hard to achieve impressive results.

KEY RESPONSIBILITIES:

- Develop, manage, and grow a steady flow of earned revenues.
 - Package, sell, and manage revenue projects, campaigns and program production packages.
 - Primary sources of funds include for-profit businesses, foundations, and government sources.
 - Sell airtime inventory to underwriters and sponsors
 - Identify and develop leads, build and sell proposals based upon existing and new programs, and run-of-schedule inventory
 - Develop and manage editorial calendar for regularly-schedule themed production, programming and screening events, and for sponsorship of these projects.
- Generally collaborate with MiND's staff and Board, and with partners, to develop additional revenue opportunities. Your role will be managing these opportunities and relationships so that they produce meaningful revenue.
- Clear, detailed reports regarding all revenue activities.

KEY SKILLS AND EXPERIENCE:

- Demonstrated relevant experience in establishing and growing revenue streams for nonprofit organizations.
- Demonstrated ability to manage projects with limited resources in a small organization.
- Three years experience in relevant revenue role.
- Superior verbal, written, and digital communicator. (Samples required during the interview process.)
- BA or BS required.

KEY CONCEPTS:

Revenue, collaborate, nonprofit, growth, client, communicate, energetic, team player, resourceful, problem solver, overcome significant obstacles, resourceful, hard worker, passion for using media as a positive force, personal responsibility, fun, impact.

NOTE:

MiND is an entrepreneurial nonprofit, so this position is likely to involve extended hours, deadline pressure, and interaction with prominent members of the creative and business communities.

If this position describes you, please email your resume, salary history, and a cover letter/email explaining the value you bring to MiND to: nwebb@mindtv.org. No phone calls, please.

Independence Media is an Equal Opportunity Employer.