

DEVELOPMENT ASSOCIATE

This is professional public relations and financial development work at the UNC Center for Public Television.

Employees initiate, plan, and manage a wide variety of financial development projects on a state-wide basis as well as coordinate special fund-raising events with national public television promotional/fund-raising efforts. Work includes development of project parameters, budget, organization, publicity, and subsequent assessment of effectiveness. Employees may also plan and direct a statewide volunteer program. Work is performed under the general supervision of the Director of Development. Work may also include other related duties as determined by management.

I. DIFFICULTY OF WORK:

Variety and Scope - Employees participate in planning, organizing, and managing various projects designed to solicit both financial and volunteer support. Work includes organizing and overseeing on-air direct mail fund-raising campaigns; planning special fund-raising events including arranging for facilities, speakers, ticket sales, underwriters, and budget development; meeting with corporate, social, and political leaders in order to acquire financial support for purchased program acquisitions or local productions; and handling any problems that may arise with corporate and private contributors. Work may also include responsibility for the organization, management, and training of a statewide volunteer network. In all program activities, employees are responsible for the development of appropriate informational and promotional materials, as well as the determination of effective marketing strategies.

Intricacy - Work requires the employee to analyze demographic and market data, program costs, as well as corporate history and organizational structures in the development of marketing plans, fund-raising strategies, and underwriting proposals. Employees exercise considerable initiative and originality in the development of special fund-raising projects that will appeal to various target groups.

Subject Matter Complexity - Employees must have a full understanding of fundraising techniques, marketing, and public relations functions.

Guidelines - Employees utilize Federal Communications Commission regulations, internal policies and procedures, the United Press International Manual of Style, various foundation directories, as well as other publications provided by the Corporation for Public Broadcasting and similar organizations.

II. RESPONSIBILITY:

Nature of Instructions - Employees receive general instructions regarding project goals, parameters, and time frames, as well as fund-raising approaches.

Nature of Review - Work receives periodic review through informal discussions by the Director of Development for assessment of project development and effectiveness of fund-raising efforts.

Scope of Decisions - Decisions affect the development and fund-raising efforts of the Center and the public's perception of the organization.

Consequence of Decisions - Errors could result in a loss of potential financial support, thereby impacting the organization's broadcasting endeavors.

III. INTERPERSONAL COMMUNICATIONS:

Scope of Contacts - Employees have a broad range of contacts including social, political, and corporate leaders.

Nature and Purpose - The primary purpose of contacts is to persuade prospective private donors, corporate and business representatives to contribute financial and/or volunteer support.

IV. OTHER WORK DEMANDS:

Work Conditions - Employees typically work in an office setting.

Hazards - Exposure to hazards is limited to those normally associated with travel.

V. RECRUITMENT STANDARDS:

Knowledges, Skills, and Abilities - Considerable knowledge of effective public relations and fund-raising techniques and procedures. Some knowledge of television production techniques. Ability to initiate, plan, and organize fund-raising projects. Ability to recruit and supervise volunteers. Ability to develop and maintain effective working relationships with departmental personnel, representatives of groups interested in the organization's program, members of the business community, and the general public. Ability to speak effectively in public and express ideas clearly in writing. Ability to work independently.

Minimum Education and Experience - Graduation from a four-year college or university preferably with a degree in communications and three years of experience in public relations, communications or fund-raising; or an equivalent combination of education and experience.