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Director Business Development Underwriting

South Florida PBS – Boynton Beach, FL

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0	300.00 (USD)	0.00 (USD)
Views	Budget	Cost

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Candidates

Awaiting review
0

Total (excluding rejected)
10

[40 Rejected](#)

Job description

Director Business Development Underwriting

This is an excellent opportunity for the right sales professional to join our team! Under the general supervision of the Managing Director SFPBS, the Director of Business Development and Underwriting will be responsible for selling Underwriting and Sponsorship deals that drive new and existing revenue for the company's media properties.

The Director of Business Development and Underwriting will create, execute, and drive revenue growth across all of South Florida PBS's Broadcast, Cable and Digital properties including, WPBT, WXEL The Health Channel and COMTEL Inc. through Underwriting, and creating strategic partnerships. Find innovative ways to engage and deliver value to sponsors who are new to PBS. Cultivate new and existing relationships with corporations, ad agencies, and local businesses. Convert sponsors and advertisers from existing relationships to reach the South Florida public television audience through the SFPBS properties online and over the air. Work collaboratively and strategically with the Underwriting team to deliver the highest possible returns for the company. Closing business through a strong volume of calls, existing contacts, meetings, and proposals is paramount to success in covering the large territory this position provides.

- A minimum of five years demonstrated experience in selling broadcast underwriting and or advertising
- BA/BS degree from an accredited college or university
- Experience in digital media with an understanding of how it is bought and sold
- Working knowledge of media attribution and analytics
- Excellent computer skills and experience with CRM software (Microsoft Office, RE, and Salesforce preferred)
- An individual who works with a sense of urgency to close business
- Proven history of delivering on sales targets

Additional Preferred Experience:

Candidates with sales experience and relationships in any of the following areas will strongly be considered:

- Healthcare and Pharmaceutical TV advertising sales experience
- National TV syndicated sponsorship sales experience
- Digital sales of Media Properties
- Integrated content sales
- Familiarity with the South Florida Television landscape

South Florida PBS is a community-licensed public television station serving South Florida from the Treasure Coast to the Florida Keys. South Florida PBS produces and provides programs and services to the community through varied media platforms. The region served is dynamic, diverse and rich in arts and culture.

EOE, M/F/D/V

Job Type: Full-time

Salary: \$75,000.00 per year

Benefits:

- 401(k)
- Dental insurance
- Flexible spending account
- Health insurance
- Paid time off

Schedule:

- 8 hour shift
- Monday to Friday

Supplemental pay types:

- Commission pay

Ability to commute/relocate:

- Boynton Beach, FL 33426: Reliably commute or planning to relocate before starting work (Preferred)

Education:

- High school or equivalent (Preferred)

Experience:

- Business development: 1 year (Preferred)
- Sales: 1 year (Preferred)

Willingness to travel:

- 50% (Preferred)

Work Location: In person

● Closed



Application Settings

Application method

Email

Require resume

Yes

Application updates

humanres@wpbt2.org

Also send an individual email update each time someone applies.

Candidates contact you (email)

No

Details

Posted: January 6, 2022

Views: 0

Applications received: [50 total](#)

Budget

Job budget: 300.00 (USD) monthly

Cost: 0.00 (USD)

 [View performance report](#)

Promote this job for more candidates:



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Invoice

Indeed, Inc
Mail code 5160
P.O. Box 660367
Dallas, TX
75266-0367

Invoice #: 65283560
Date: 07/26/2022
Due Date: 07/26/2022

Bill to: South Florida PBS
PO BOX 610002
Miami, FL 33261-0002


Total Amount: 509.88 USD

Total Due: 0.00 USD

Description / Memo	Amount
July 2022 Sponsored Jobs on Indeed.com	509.88 USD
Sales tax	0.00 USD
Total Amount	509.88 USD

PAID INVOICE
THIS INVOICE IS FOR YOUR RECORDS

Date: 07/26/2022

Terms: Due upon receipt

Due Date: 07/26/2022

Information in "Bill To" section may be updated

Itemized report for invoice #65283560

Invoice date: Jul 26, 2022

This itemized report reflects the cost of each item on the associated invoice. It does not include any promotions, discounts, taxes, or fees.

Itemization details

Sponsored Jobs

Company	Job requisition ID	Job title	City	Country	Total clicks	Cost
South Florida PBS	10674989-33-36	Director Business Development Underwriting	Boynton Beach, FL	US	50	\$278.73
South Florida PBS	10674989-39-42	Sr. Director, Major Gifts South (Monroe, Miami-Dade & Broward)	Fort Lauderdale, FL	US	42	\$231.15
				Total	92	\$509.88

This itemized report reflects the cost of each item on the associated invoice. It does not include any promotions, discounts, taxes, or fees.



Invoice

Indeed, Inc
Mail code 5160
P.O. Box 660367
Dallas, TX
75266-0367

Invoice #: 65841219
Date: 07/31/2022
Due Date: 07/31/2022

Bill to: South Florida PBS
PO BOX 610002
Miami, FL 33261-0002

Total Amount: 32.06 USD

Total Due: 0.00 USD

Description / Memo	Amount
July 2022 Sponsored Jobs on Indeed.com	32.06 USD
Sales tax	0.00 USD
Total Amount	32.06 USD

***PAID INVOICE
THIS INVOICE IS FOR YOUR RECORDS***

Date: 07/31/2022

Terms: Due upon receipt

Due Date: 07/31/2022

Information in "Bill To" section may be updated

Itemized report for invoice #65841219

Invoice date: Jul 31, 2022

This itemized report reflects the cost of each item on the associated invoice. It does not include any promotions, discounts, taxes, or fees.

Itemization details

Sponsored Jobs	Job requisition ID	Job title	City	Country	Total clicks	Cost	Currency
Company							
South Florida PBS	10674989-33-36	Director Business Development Underwriting	Boynton Beach, FL	US	12	\$21.27	USD
South Florida PBS	10674989-39-42	Sr. Director, Major Gifts South (Monroe, Miami-Dade & Broward)	Fort Lauderdale, FL	US	1	\$10.79	USD
				Total	13	\$32.06	USD

This itemized report reflects the cost of each item on the associated invoice. It does not include any promotions, discounts, taxes, or fees.



Invoice

Indeed, Inc
Mail code 5160
P.O. Box 660367
Dallas, TX
75266-0367

Invoice #: 66669842
Date: 08/21/2022
Due Date: 08/21/2022

Bill to: South Florida PBS
PO BOX 610002
Miami, FL 33261-0002
[REDACTED]

Total Amount: 504.42 USD

Total Due: 0.00 USD

Description / Memo	Amount
August 2022 Sponsored Jobs on Indeed.com	504.42 USD
Sales tax	0.00 USD
Total Amount	504.42 USD

***PAID INVOICE
THIS INVOICE IS FOR YOUR RECORDS***

Date: 08/21/2022

Terms: Due upon receipt

Due Date: 08/21/2022

Information in "Bill To" section may be updated

Itemized report for invoice #66669842

Invoice date: Aug 21, 2022

This itemized report reflects the cost of each item on the associated invoice. It does not include any promotions, discounts, taxes, or fees.

Itemization details

Sponsored Jobs								
Company	Job requisition ID	Job title	City	Country	Total clicks	Cost	Currency	
South Florida PBS	10674989-33-36	Director Business Development Underwriting	Boynton Beach, FL	US	47	\$243.85	USD	
South Florida PBS	10674989-39-42	Sr. Director, Major Gifts South (Monroe, Miami-Dade & Broward)	Fort Lauderdale, FL	US	48	\$260.57	USD	
			Total		95	\$504.42	USD	

This itemized report reflects the cost of each item on the associated invoice. It does not include any promotions, discounts, taxes, or fees.



Application for Employment

P.O. Box 610002 • Miami, FL 33261-0002 • 305.949.8321 • SouthFloridaPBS.org

Date: 08/26/2022

South Florida PBS, Inc. ("SFPBS") is an equal opportunity employer and will not discriminate against any employee or applicant for employment in any manner prohibited by law. If you feel you have been treated or discriminated against for any reason, please notify the Chief Operating Officer or President & CEO in writing, so that we may promptly address your concerns.

SFPBS utilizes a sophisticated and detailed background and pre-employment investigation process. Should this process determine any inaccurate or incomplete information, it will result in you either being disqualified from employment with SFPBS as an applicant, or it will result in termination of your employment if the inaccuracies are discovered subsequent to your employment with SFPBS. Accordingly, SFPBS strongly suggests that you NOT complete this application until you have the time and accurate information to do so.

SFPBS requires all individuals applying for regular/full-time or part-time positions to submit to a drug screening program prior to employment, and that all employees submit to drug and alcohol testing during the course of their employment. The result of such screening/testing will be initially disclosed to decision makers for SFPBS and may be the basis for disqualifying any candidate for employment and for termination during employment. SFPBS reserves the right to utilize this information in any way it deems necessary, such as but not limited to civil, criminal and administrative proceedings and any other similar matters. By signing this application, I agree to the foregoing and further agree to hold SFPBS harmless for any claims resulting from such screening/testing for drug and/or alcohol use.

Employment Data

Type of work desired DIRECTOR, BUSINESS DEVELOPMENT & UNDERWRITER Salary desired 80,000.00

Date available 08/31/2022

Check appropriate box for type of employment: Regular/Full-Time Part-Time Freelance Intern

Personal Data

Last Name	First	Middle	Social Security #
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

Present Address: (street, city, state, zip) [REDACTED]

HR Application Review Deny Reason: Does not meet job qualifications.

Telephone: Home Cell [REDACTED]

Email: [REDACTED]

Referred by: Indeed

If related to anyone in our employ name and department: No

If hired, can you furnish proof you are eligible to work in the United States?* Yes No

*Proof of age, eligibility for employment in the U.S. and your permanent address will be required after employment.

Are you color blind? Yes No

Have you ever been employed by South Florida PBS - WPBT2 or WXEL? Yes No

From: _____ To: _____

Application for Employment

P.O. Box 610002 • Miami, FL 33261-0002 • 305.949.8321 • SouthFloridaPBS.org

HR Application Review
 Accept

Date: 04/25/2022

Note: For your record/review
 South Florida PBS, Inc. is an equal opportunity employer and will not discriminate against any employee or applicant for employment in any manner prohibited by law. If you feel you have been treated or discriminated against for any reason, please notify the Chief Operating Officer or President & CEO in writing, so that we may promptly address your concerns.

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Employment Data

Type of work desired DIRECTOR, BUSINESS DEVELOPMENT & UNDERWRITING Salary desired 75,000.00

Date available 05/30/2022

Check appropriate box for type of employment: Regular/Full-Time Part-Time Freelance Intern

Personal Data

Last Name	First	Middle	Social Security #
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

Present Address: (street, city, state, zip)

Telephone: Home Cell [REDACTED]

Email: [REDACTED]

Referred by: indeed.com

smichaeloff
5/9/2022, 9:43 AM

If related to anyone in our employ name and department: Deny No

Department Head Review

If hired, can you furnish proof you are eligible to work in the United States? Yes No

Reason: why is there an employment application in docusign?

*Proof of age, eligibility for employment in the U.S. and your permanent address will be required after employment.

Are you color blind? Yes No

Have you ever been employed by South Florida PBS - WPBT2 or WXEL? Yes No

From:

To:

Monica Ramos Westby

From: Monica Ramos Westby,
Sent: Thursday, January 6, 2022 9:16 AM
To: [REDACTED]
Subject: Careers Page
Attachments: Director of Business Development & Underwriting 11.21.docx

Hi [REDACTED]

Happy New Year! When you have a moment, please add the attached job posting to the careers pages under Underwriting & Sales.

Thanks,
Monica

Monica Ramos Westby, SHRM-CP
Human Resources Manager
Office [REDACTED]
Email: [REDACTED]

SOUTH FLORIDA



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'Amy Raphael' <careerservices@mail.barry.edu>; 'Anthony C. Krayner III' <tkrayner@comcast.net>;
'Bert Delgado' <delgadob@fiu.edu>; 'Betty Gradera' <bettyg@camacol.org>; 'Cristina L. Mendoza'
<crmendoza99@aol.com>; 'Dan Lynch' <toppel@miami.edu>; 'David Rich'
<davidrich38@bellsouth.net>; 'drogerspb@yahoo.com'; 'Edward W. Easton'
<eweaston@theeastongroup.com>; 'Edwin A. Huston' <hustonfll@aol.com>; 'Florida Atlantic
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<gteharvey@aol.com>; 'Harvey A. Goldman' <hrg5756@aol.com>; 'Harvey Chaplin'
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Yardley' <herbg@masseyyardley.com>; 'Irving Bolotin' <irvbo@bellsouth.net>; 'jlowell@pgre.com';
'James D. Camp Jr.' <jdcamplaw@aol.com>; 'Joel T. Strawn' <jstrawn@smclawfirm.com>;
'jarguelles903@gmail.com'; 'Mark Cook' <mwc@cookint.com>; 'Laurie Silvers'
<laurie@exec.hollywood.com>; 'Rebecca Farmer' <now@now.org>; 'Richard W. Morgner Jr.'
<rmorgner@jefferies.com>; 'sbatchelor@tbfinc.org'; 'Susan Hantman' <srhantman@aol.com>;
'William F. Cooper' <bcooper@adventuretrav.com>; 'William L. Ford' <docford@aol.com>;
'William L. Morrison' <wlm1@ntrs.com>; 'Helen Ferre' <haferre@aol.com>; 'Wendy Sartory Link'
<wsartory@alslaw.com>; 'Young Song' <ysong@songandassociates.com>; 'Robert G. Baal'
<bobb@baptisthealth.net>; 'peter.bermont@raymondjames.com'; 'alj@crsjetspares.com';
'margaret.callihan@suntrust.com'; 'paul.dimare@dimarefresh.com';
'DPrather@clarkfountain.com'; 'dwight@dstephenenson.com'; 'nicholas_j_zaffiris@uhc.com';
'norourke@aai.edu'; 'spalacios@aai.edu'; 'jacques.joseph@careersourcesfl.com';
'carolynchin@yahoo.com'; 'dclark@beonair.com'; 'KATHERINE SOFFIA' <ksoffia74@yahoo.com>;
'rblattner@clwrg.com'; 'kolahr@aol.com'; 'lsanchez@aai.edu'; 'cpersichilli@citycollege.edu';
'dclark@beonair.com'; 'info@nhmc.org'; 'now@now.org'; 'dsomerville@newenglandtech.com';
'mbainternships@huizenga.nova.edu'; 'mfleming@pbcalliance.com'; 'mediajobbank@limail.us';
'dyeakel@wpb.org'; 'djaffe@lynn.edu'; 'pmichelekesler@gmail.com'; 'lkor@icloud.com';
'mansolillos@gmail.com'; 'jschlosser@perriconemd.com'; 'hrobinson@miami.edu';
'cmt@trippscott.com'; 'palmbeachworks@vecelliogroup.com'; 'gweaver5300@aol.com';
'michaelzi@baptisthealth.net'; 'margareteidson@mac.com'; 'ucstec@hotmail.com'



Director Business Development Underwriting

This is an excellent opportunity for the right sales professional to join our team! Under the general supervision of the Managing Director SFPBS, the Director of Business Development and Underwriting will be responsible for selling Underwriting and Sponsorship deals that drive new and existing revenue for the company's media properties.

The Director of Business Development and Underwriting will create, execute, and drive revenue growth across all of South Florida PBS's Broadcast, Cable and Digital properties including, WPBT, WXEL The Health Channel and COMTEL Inc. through Underwriting, and creating strategic partnerships. Find innovative ways to engage and deliver value to sponsors who are new to PBS. Cultivate new and existing relationships with corporations, ad agencies, and local businesses. Convert sponsors and advertisers from existing relationships to reach the South Florida public television audience through the SFPBS properties online and over the air. Work collaboratively and strategically with the Underwriting team to deliver the highest possible returns for the company. Closing business through a strong volume of calls, existing contacts, meetings, and proposals is paramount to success in covering the large territory this position provides.

Required Skills & Experience:

- A minimum of five years demonstrated experience in selling broadcast underwriting and or advertising
- BA/BS degree from an accredited college or university
- Experience in digital media with an understanding of how it is bought and sold
- Working knowledge of media attribution and analytics
- Excellent computer skills and experience with CRM software (Microsoft Office, RE, and Salesforce preferred)
- An individual who works with a sense of urgency to close business
- Proven history of delivering on sales targets

Additional Preferred Experience:

Candidates with sales experience and relationships in any of the following areas will strongly be considered:

- Healthcare and Pharmaceutical TV advertising sales experience
- National TV syndicated sponsorship sales experience



Application for Employment

P.O. Box 610002 • Miami, FL 33261-0002 • 305.949.8321 • SouthFloridaPBS.org

Date: 03/30/2022

South Florida PBS, Inc. ("SFPBS") is an equal opportunity employer and will not discriminate against any employee or applicant for employment in any manner prohibited by law. If you feel you have been treated or discriminated against for any reason, please notify the Chief Operating Officer or President & CEO in writing, so that we may promptly address your concerns.

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Employment Data

Type of work desired DIRECTOR, BUSINESS DEVELOPMENT & UNDERWRITING Salary desired 50,000.00

Date available 04/04/2022

Check appropriate box for type of employment: Regular/Full-Time Part-Time Freelance Intern

Personal Data

Last Name	First	Middle	Social Security #
[REDACTED]	[REDACTED]	mwestby	[REDACTED]
Present Address: (street, city, state, zip)			
[REDACTED]			
Telephone: <input type="checkbox"/> Home <input checked="" type="checkbox"/> Cell			Email:
[REDACTED]			[REDACTED]

Referred by: https://www.wxel.org/careers

If related to anyone in our employ name and department: No

If hired, can you furnish proof you are eligible to work in the United States? Yes No

*Proof of age, eligibility for employment in the U.S. and your permanent address will be required after employment.

mwestby
4/20/2022, 9:35 AM
Schedule Interview
Deny
Reason: Not moving forward with applicant.

Are you color blind? Yes No

Have you ever been employed by South Florida PBS - WPBT2 or WXEL? Yes No

From: _____ To: _____

smichaeloff
4/1/2022, 12:05 PM
Department Head Review
Accept
Note:



Application for Employment

P.O. Box 610002 • Miami, FL 33261-0002 • 305.949.8321 • SouthFloridaPBS.org

Date: 01/27/2022

South Florida PBS, Inc. ("SFPBS") is an equal opportunity employer and will not discriminate against any employee or applicant for employment in any manner prohibited by law. If you feel you have been treated or discriminated against for any reason, please notify the Chief Operating Officer or President & CEO in writing, so that we may promptly address your concerns.

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Employment Data

Type of work desired DIRECTOR, BUSINESS DEVELOPMENT & UNDERWRITER Salary desired 96,000.00

Date available 02/07/2022

Check appropriate box for type of employment: Regular/Full-Time Part-Time Freelance Intern

Personal Data

Last Name	First	Middle	Social Security #
[REDACTED]	[REDACTED]		[REDACTED]

Present Address: (street, city, state, zip)
[REDACTED]

Telephone: Home Cell [REDACTED] Email: [REDACTED]

Referred by: SF pbs website

mwestby
5/16/2022, 9:26 AM
HR Application Review
Deny
Reason: Candidate did not meet job requirements.

If related to anyone in our employ name and department: No

If hired, can you furnish proof you are eligible to work in the United States? Yes No

*Proof of age, eligibility for employment in the U.S. and your permanent address will be required after employment.

Are you color blind? Yes No

Have you ever been employed by South Florida PBS - WPBT2 or WXEL? Yes No

From: _____ To: _____

Application for Employment

P.O. Box 610002 • Miami, FL 33261-0002 • 305.949.8321 • SouthFloridaPBS.org

HR Application Review

Accept

Date: 06/27/2022

Note: Please accept to Move forward for interview.

South Florida PBS, Inc. SFPBS is an equal opportunity employer and will not discriminate against any employee or applicant for employment in any manner prohibited by law. If you feel you have been treated or discriminated against for any reason, please notify the Chief Operating Officer or President & CEO in writing, so that we may promptly address your concerns.

Department: 580-PROGRAM UNDERWRITING

Assignee to: smichaeloff

mwestby

8/1/2022, 12:04 PM

HR Application Review

Accept

SFPBS utilizes a sophisticated and detailed background and pre-employment investigation process. Should this process determine any inaccurate or incomplete information, it will result in you either being disqualified from employment with SFPBS as an applicant, or it will result in termination of your employment if the inaccuracies are discovered subsequent to your employment with SFPBS. Accordingly, SFPBS strongly suggests that you NOT complete this application until you have the time and accurate information to do so.

Note: Move forward

Department: 580-PROGRAM UNDERWRITING

Assignee to: mwestby

mwestby

8/1/2022, 12:23 PM

Schedule Interview

Schedule Interview

Interview Date: 7/12/2022

Interview Time: 1p

Supervisor Name:

Interview Location:

Note:

SFPBS requires all individuals applying for regular full-time or part-time positions to submit to a drug screening program prior to employment, and all full-time employees submit to drug and alcohol testing during the course of their employment. The result of such screening/testing will be initially disclosed to decision makers for SFPBS and may be the basis for disqualifying any candidate for employment and for termination during employment. SFPBS reserves the right to utilize this information in any way it deems necessary, such as but not limited to, civil, criminal and administrative proceedings and any other similar matters. By signing this application, I agree to the foregoing and further agree to hold SFPBS harmless for any claims resulting from such screening/testing for drug and/or alcohol use.

mwestby

8/1/2022, 12:24 PM

Background Check

No Issues

Note: No Issues. Please review and accept.

mwestby

8/1/2022, 11:47 AM

smichaeloff

7/25/2022

Approve

Comment:

Employment Data

Type of work desired DIRECTOR, BUSINESS DEVELOPMENT & UNDERWRITING Salary desired 150,000.00

Date available 07/05/2022

Check appropriate box for type of employment: Regular/Full-Time Part-Time Freelance Intern

Personal Data

Last Name First Middle Social Security #

[Redacted] [Redacted] [Redacted] [Redacted] DHerron
8/4/2022, 4:33 PM

Present Address: (street, city, state, zip) smichaeloff

[Redacted] 7/1/2022, 12:10 PM

[Redacted] Department Head Review

[Redacted] Deny

Telephone: Home Cell [Redacted] Reason: this is for a job application

Email: [Redacted]

Referred by: Pamela Giganti mwestby
8/1/2022, 12:23 PM

If related to anyone in our employ name and department: No Department Head Review
Accept

If hired, can you furnish proof you are eligible to work in the United States? Yes No
Note: Move application forward as per SM

*Proof of age, eligibility for employment in the U.S. and your permanent address will be required after employment.

Are you color blind? Yes No

Have you ever been employed by South Florida PBS - WPBT2 or WXEL? Yes No

From: To: mwestby
8/1/2022, 12:24 PM
Interview
Accept
Note: Move candidate forward.

[View draft](#) [Edit draft](#)

Revision state: *Draft*

Most recent revision: Yes

Set moderation state:

Needs Review 

[Apply](#)

Television



[Edit](#)

Director of Underwriting

Job Description:

This is an excellent opportunity for the right sales professional to join our team! Under the general supervision of the Managing Director SFPBS, The Health Channel and Comtel Inc. the Director of Underwriting will be responsible for participating in identifying, developing, and signing partnership, sponsorship and advertising deals that drive new and existing revenue for the company's media properties.

The Director of Underwriting will create, execute, and drive revenue growth for WPBT, WXEL, The Health Channel and COMTEL Inc. through underwriting, creating strategic partnerships, and integrating sponsors messages in the TV and digital outlets available from these highly regarded media properties. Introduce advertisers and agencies to PBS TV and Digital properties. Find innovative ways to engage and deliver value to sponsors who are new to PBS. Cultivate new relationships with corporations, ad agencies, and local businesses. Convert sponsors and advertisers from your existing book of business to reach the PBS audience through the SFPBS properties online and over the air. Work collaboratively and strategically with your supervisor to deliver the highest possible returns for the company. Closing business through a strong volume of calls, meetings, and proposals is paramount to success in covering the large territory this position provides. Creating growth through new strategic partnership opportunities for specific programming projects. Develop, maintain and present marketing materials and data through strong enthusiastic presentations. Collaborate with colleagues to develop a winning mixture that delivers results.

Ideal candidate will have a Bachelor's degree and a minimum of five 5 years demonstrated experience in selling broadcast and digital sponsorships, advertising and underwriting. Proven experience in prospecting, building and closing strategic partnerships. A solid book of business and history of performance. Active client base in South Florida with strong documented record of revenue growth. Excellent computer skills

Organization:

South Florida PBS

Job Location:

Boynton Beach, FL
United States

Job Category:

Fundraising/Promotion/Membership
Business/Sales

Job Type:

Full time

Send Application Materials To:

Send resume with cover letter to: South Florida PBS, HR, P.O. Box 610002, Miami, FL 33261-0002, or humanresources@wpbt.org, EOE, M/F/D/V

Website:

Director of Underwriting Job Posting

Email:

Job Field:

Television

...Salesforce or RE. Able to work independently. Demonstrated success in account management, communications and/or marketing. Proficient with creating compelling presentations. Ability to work remotely and still deliver strong sales results. A strong, enthusiastic spirit that allows you to see opportunity at every turn.

South Florida PBS is a community-licensed public television station serving South Florida from the Treasure Coast to the Florida Keys. South Florida PBS produces and provides programs and services to the community through varied media platforms. The region served is dynamic, diverse and rich in arts and culture.

Monica Ramos Westby

From: Monica Ramos Westby,
Sent: Thursday, March 31, 2022 4:23 PM
To: Monica Ramos Westby,
Cc: Monica Ramos Westby,
Subject: Employment Opportunities at South Florida PBS
Attachments: Assistant to the Managing Director.docx; Development & Administrative Specialist.docx; Promo Producer.docx; Director of Business Development & Underwriting.docx

Good afternoon, attached please find the most recent job posting for currently open positions. Please share with any interested parties.

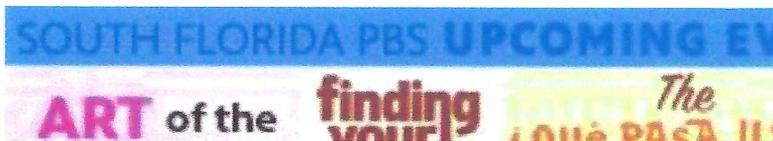
Have a great week!

Best regards,

Monica

Monica Ramos Westby, SHRM-CP
Human Resources Manager
Office: 305-424-4049
Email: mwestby@southfloridapbs.org

SOUTH FLORIDA



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Director Business Development Underwriting

This is an excellent opportunity for the right sales professional to join our team! Under the general supervision of the Managing Director SFPBS, the Director of Business Development and Underwriting will be responsible for selling Underwriting and Sponsorship deals that drive new and existing revenue for the company's media properties.

The Director of Business Development and Underwriting will create, execute, and drive revenue growth across all of South Florida PBS's Broadcast, Cable and Digital properties including, WPBT, WXEL The Health Channel and COMTEL Inc. through Underwriting, and creating strategic partnerships. Find innovative ways to engage and deliver value to sponsors who are new to PBS. Cultivate new and existing relationships with corporations, ad agencies, and local businesses. Convert sponsors and advertisers from existing relationships to reach the South Florida public television audience through the SFPBS properties online and over the air. Work collaboratively and strategically with the Underwriting team to deliver the highest possible returns for the company. Closing business through a strong volume of calls, existing contacts, meetings, and proposals is paramount to success in covering the large territory this position provides.

Required Skills & Experience:

- A minimum of five years demonstrated experience in selling broadcast underwriting and or advertising
- BA/BS degree from an accredited college or university
- Experience in digital media with an understanding of how it is bought and sold
- Working knowledge of media attribution and analytics
- Excellent computer skills and experience with CRM software (Microsoft Office, RE, and Salesforce preferred)
- An individual who works with a sense of urgency to close business
- Proven history of delivering on sales targets

Additional Preferred Experience:

Candidates with sales experience and relationships in any of the following areas will strongly be considered:

- Healthcare and Pharmaceutical TV advertising sales experience
- National TV syndicated sponsorship sales experience
- Digital sales of Media Properties
- Integrated content sales
- Familiarity with the South Florida Television landscape

South Florida PBS is a community-licensed public television station serving South Florida from the Treasure Coast to the Florida Keys. South Florida PBS produces and provides programs and services to the community through varied media platforms. The region served is dynamic, diverse and rich in arts and culture.

Send resume with cover letter to: South Florida PBS, HR, 3401 S Congress Ave, Boynton Beach, FL 33426, or humanresources@wpbt.org, EOE, M/F/D/V

South Florida  **PBS**

"Diversity & Inclusion Career Fair" Posting.

Position 1 of 2 for South Flo



Position

Underwriting & Sales (2)

Description

This is an excellent opportunity for the right sales professional to join our team! I SFPBS, The Health Chanel and Comtel Inc. the Director of Underwriting will be re signing partnership, sponsorship and advertising deals that drive new and existir

The Director of Underwriting will create, execute, and drive revenue growth for W underwriting, creating strategic partnerships, and integrating sponsors message regarded media properties. Introduce advertisers and agencies to PBS TV and Di value to sponsors who are new to PBS. Cultivate new relationships with corporat and advertisers from your existing book of business to reach the PBS audience t collaboratively and strategically with your supervisor to deliver the highest possil strong volume of calls, meetings, and proposals is paramount to success in cove through new strategic partnership opportunities for specific programming projec data through strong enthusiastic presentations. Collaborate with colleagues to d

Required Skill Set

Ideal candidate will have a Bachelor's degree and a minimum of five 5 years dem sponsorships, advertising and underwriting. Proven experience in prospecting, br business and history of performance. Active client base in South Florida with str computer skills with a strong proficiency in PowerPoint and Excel. Experience wi Demonstrated success in account management, communications and/or marke to work remotely and still deliver strong sales results. A strong, enthusiastic spiri

How to Apply

Send resume with cover letter to: South Florida PBS, HR, P.O. Box 610002, Miami,

CareerEco Virtual Events interface showing filters (Job Title, Location, Skills), search results (Underwriting & Sales (2), Senior Staff Accountant, Sponsorship/Underwriting Coordinator, Director, Major Gifts - Health & Wellness), and pagination (1 of 2).

