

Monica Ramos Westby

From: Baker, Sandra
Sent: Thursday, October 20, 2022 8:47 AM
To: Karla Mihm
Cc: Monica Ramos Westby,
Subject: RE: Please Review
Attachments: Director Major Gifts Job Description.doc revised 10.20.22.docx

Thanks in advance.



Sandra K. Baker | Managing Director, Development
Mobile: [REDACTED]
Email: [REDACTED]

From: Karla Mihm [REDACTED]
Sent: Tuesday, October 11, 2022 2:42 PM
To: [REDACTED]
Subject: Re: Please Review

No worries [REDACTED]. Just have a look before we speak Thursday.

Best, Karla

Sent from my iPhone

On Oct 11, 2022, at 1:14 PM, Baker, Sandra <[REDACTED]@southfloridapbs.org> wrote:

Slammed but will look ASAP.
You'll enjoy Steven & Deb.

A million thanks 😊

Sandra K. Baker
Managing Director, Development
Office:
[REDACTED]
Email: [REDACTED]



DIRECTOR, MAJOR GIFTS

THE ORGANIZATION

South Florida PBS, Florida's largest public media company, includes public broadcasting stations WPBT2 and WXEL, and [The Health Channel](#) serves approximately 6.3 million viewers of all ages and cultural backgrounds from Key West to the Sebastian Inlet and from the Atlantic Ocean west to Lake Okeechobee.

South Florida PBS is dedicated to bringing its audiences a more textured and thorough understanding of our world, our community and the communities around them through the knowledge they need to make informed decisions; convene community dialogue; bring the arts to everyone; and engage audiences to share their stories. South Florida PBS is trusted by parents, grandparents, care-givers, and teachers and provides educational content that promotes the healthy development of our children.

The organization celebrates diversity, embraces innovation, values lifelong learning and partners with those who share its passion for public service. For more information on South Florida PBS please visit: [South Florida PBS](#)

POSITION DESCRIPTION

Reporting to the Managing Director of Development, the Director, Major Gifts is responsible for devising and managing effective strategies and business plans to identify, engage, cultivate, solicit and steward individual donors, prospects and family foundations capable of contributing \$10,000 or more annually to ensure a growing base of financial support for South Florida PBS. The Director also serves as the chief public relations strategist for [their assigned](#) donors and prospects. This position is expected to guide her/his staff and key volunteers as partners in bringing highest level gifts to SFPBS. She/he is [currently](#) responsible for evaluating and mentoring [staff the data management analyst and data entry coordinator, Communications Coordinator and additional](#) positions as assigned.

Major Job functions include:

- Manage donor and prospect relationships (identify, engage, cultivate, solicit and steward) including comprehensive strategies for the acquisition of gifts of \$10,000 and above from many of SFPBS's most capable donors and prospects including a fluid portfolio of [at least](#) 125 - 150 qualified current and potential major donors, family foundations and planned giving prospects with primary focus on Martin, Palm Beach and Northern Broward residents.
- Based on research and in collaboration with the Managing Director of Development, devise, implement and monitor strategic relationship plans and prospect management goals including the number of contacts made monthly, solicitations plans, and dollars to be raised per year. Emphasis shall be on furthering fundraising with a fluid list of the top 100 donors and prospects to sustain SFPBS's mission and fuel strategic plans.

Additional responsibilities include:

- Create and manage “development” business plan to recognize, thank and steward planned giving and major/capital campaign donors through personal visits; leadership touches; events; receptions; on-air recognition; publications; and/or other means appropriate for the individual donor(s).
- Maintain permanent records in SFPBS data bases of all meaningful communications with donors and prospects including uploading contact reports, email threads, phone call notes.
- Participate in development division’s strategic and campaign planning including fulfilling assigned responsibilities to support those initiatives and achieve division goals.
- Develop and maintain strong collaborative working relationships with key volunteers other team/staff members to optimize friend and fundraising for SFPBS.
- Stay abreast of emerging trends in the development field and share those findings with the Development team.
- Maintain confidentiality and decorum of the highest degree as part of the SFPBS company and the development division.
- This position requires you to perform work, attend meetings or other workplace events, routine or otherwise, at either of SFPBS’s facilities including but not limited to Broward, Miami and Boynton Beach.
- The director must maintain the highest degree of professionalism at all times.

EDUCATION, EXPERIENCE & PERSONAL CHARACTERISTICS

- College graduate with emphasis on non-profit development management including major gifts and capital campaigns, business, public relations, and or equivalent comparable work experience.
- Preference for candidates with CFRE.
- Minimum of 5-7 five years of experience and proven success in the area of non-profit management and major gifts fundraising as it relates to effective relationship building including prospect identification, engagement, cultivation, solicitation and stewardship. Specific experience with capital campaigns and planned giving is preferable.
- Excellent writing and communication skills.
- Knowledge of Raiser’s Edge.
- Ability to deal with people from various socioeconomic, cultural and professional backgrounds in an effective and persuasive manner.

Please submit resumes to our executive search partner Karla Mihm & Associates -

[REDACTED]



Application for Employment

mwestby
8/4/2022, 1:26 AM

mwestby
8/19/2022, 11:31 AM

P.O. Box 10002 Miami, FL 33261-0002 • 305.949.8321 • SouthFloridaPBS.org

Schedule Interview
Schedule Interview

Interview
Accept

Date: 07/12/2022

Interview Date: 8/3/2022

Note: Interview went well. Interviewed with S. Byrd, HB and S. Baker

South Florida PBS, Inc. (SFPBS)

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.

Interview Time: 3p
Supervisor Name:
Interview Location:
Note:

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.

mwestby
9/12/2022, 12:43 PM
Review Background Issue
Reason: Not moving forward with candidate as per SB

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 SR. DIRECTOR, MAJOR GIFTS SOUTH Salary desired 80,000.00

Date available 09/12/2022

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] [REDACTED] [REDACTED] [REDACTED]

mwestby
7/13/2022, 3:20 PM
HR Application Review
Accept
Note: For your review.
Department: 2560-DEVELOPMENT
Assignee to: sbaker

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

Referred by: Karla Mihm

mwestby
9/12/2022, 9:30 AM
Background Check
Issues
Reason: Not moving forward with candidate as per SB

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

sbaker
7/14/2022, 3:28 PM
Department Head Review
Accept
Note:

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

From: _____ To: _____

Monica Ramos Westby

From: [REDACTED]
Sent: Thursday, July 7, 2022 3:18 PM
To: Monica Ramos Westby,
Subject: Re: Careers Page

Hi Monica,

The page has been updated.

Thanks



[REDACTED] | Director, Interactive Media.
Office: 305-424-4150
Email: [REDACTED]

From: Monica Ramos Westby, [REDACTED]
Sent: Thursday, July 7, 2022 1:23 PM
To: [REDACTED]; [REDACTED]
Subject: Careers Page

Hi [REDACTED]

Hope you are doing well. When you have a moment, please delete the following from our careers page:

Major Gifts Officer – Health & Wellness
Communications & Marketing Specialist

Also, please add the attached job posting under Development and add the “Apply Here” link.

Thanks,
Monica

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



Special thanks to **The Annette Urso Rickel Foundation** for their philanthropic support.



Sr. Director, Major Gifts South
(Monroe, Miami-Dade and Broward)

This is an excellent opportunity for an experienced candidate to join our Development team. Directly responsible for devising and managing comprehensive and effective strategies to sustain, grow and acquire major and planned gifts from capable and qualified current and potential donors including working to identify, engage, cultivate, solicit and steward individual donors, prospects and family foundations. This includes meaningful interactions and communications with an emphasis on face-to-face meetings, to ensure a strong base of ongoing financial support to fuel SFPBS' mission, strategic plans and to accomplish departmental goals. Manages a fluid portfolio of 150-200 current and potential donors with a primary focus on Miami-Dade, Monroe and Broward Counties.

College graduate with emphasis on non-profit development management including a proven track record of success with major gifts and capital campaigns, communications, and public relations. Preference for candidates with CFRE. Excellent writing skills are essential. Minimum of five to seven years of documented success in building strong, effective philanthropic relationships-including prospect identification, engagement, cultivation, solicitation and stewardship. Specific experience and knowledge with emphasize on a measurable track record in the areas of major gifts; planned giving; annual giving programs; capital campaign management; foundation funding; and event planning and coordination. Experience with Raiser's Edge/RENXT is preferable. A sense of humor and strong work ethic are import.

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, P.O. Box 610002, Miami, FL 33261-0002, or humanresources@wpbt.org, EOE, M/F/D/V





CONTENT (PRODUCTION AND INTERACTIVE MEDIA)

Freelance Production Opportunities

Freelance Producers, Associate Producers, and Production Assistants are occasionally needed for various South Florida PBS productions, including public affairs, educational, arts and science programming. Candidates who possess excellent oral and written communication skills, computer proficiency, and knowledge of social media platforms may be considered when needed. Seeking candidates with experience in studio and/or field productions. Must be reliable, organized, and self-motivated. All experience levels encouraged to apply. Shooting and editing proficiency a plus. Candidate will be contacted if their skills and experience match an open opportunity.

Send resume w/ salary requirements to: HR, South Florida PBS, PO Box 610002, Miami, FL 33261-0002 or E-mail humanresources@wpbt.org. EOE, M/F/D/V.

DEVELOPMENT

Sr. Director, Major Gifts South (Monroe, Miami-Dade and Broward)

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years of documented success in building strong, effective philanthropic relationships-including prospect identification, engagement, cultivation, solicitation and stewardship. Specific experience and knowledge with emphasize on a measurable track record in the areas of major gifts; planned giving; annual giving programs; capital campaign management; foundation funding; and event planning and coordination. Experience with Raiser's Edge/RENXT is preferable. A sense of humor and strong work ethic are import.

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Send resume with cover letter to: South Florida PBS, HR, P.O. Box 140999, Coral Gables 33144 or humanresources@wpbt.org, EOE, M/F/D/V

[Apply Here](#)

MEMBERSHIP

Promo Producer - Freelance

South Florida PBS is looking for a creative and innovative thinker to become our new Promo Producer. Under the general supervision of the VP, Membership, the Promo Producer will be responsible for the development, writing, shooting, directing, and editing of promos for South Florida PBS' Channels (WPBT, WXEL and Health Channel) for on-air events and programing promotions, social media marketing campaigns and digital marketing campaigns.

This position will assume creative decision-making authority for decisions relating to promo productions. Will research and prepare materials and scripts, interview guests, coordinate and supervise in-house and remote productions and schedules and develop concepts and ideas, while collaborating with the Marketing and Communications Team.



Application for Employment

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

Date: 09/03/2022

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 SR. DIRECTOR, MAJOR GIFTS SOUTH Salary desired _____

Date available _____

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 9/7/2022, 2:00 PM

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

HR Application Review
Accept
Note: for your review.
Department: 560-DEVELOPMENT
Assignee to: sbaker

Telephone: Home Cell [Redacted] Email: [Redacted]

Referred by: South Florida PBS mwestby 10/3/2022, 7:05 PM

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

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

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

Are you color blind? Yes No sbaker 9/20/2022, 11:27 AM

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

From: _____ To: _____ Note:



Application for Employment

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

Date: 07/12/2022

Received by 8/2/2022, 1:04 PM

Schedule Interview

Deny

Reason: Does not meet job requirement as per SB

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 SR. DIRECTOR, MAJOR GIFTS SOUTH Salary desired _____

Date available _____

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

Personal Data

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

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

[REDACTED ADDRESS] [REDACTED CITY] [REDACTED STATE] 33314

Telephone: Home Cell
 mwestby
 7/12/2022, 4:12 PM
 HR Application Review
 Email: [REDACTED]@outlook.com

Referred by: found job on website
 Accept
 Note: For your review.
 sbaker
 7/14/2022, 3:28 PM

If related to anyone in our employ name and department:
 Department: 560-DEVELOPMENT
 Assigned to: sbaker No
 Department Head Review
 Accept

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

*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: _____

← Back to jobs

Sr. Director, Major Gifts South (Monroe, Miami-Dade & Broward)

South Florida PBS – Fort Lauderdale, FL

Clicks

Your job

Gathering data...

Check back tomorrow to see how your job is performing.



Clicks this week ⓘ



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

[Increase budget for more clicks](#)

Job description

This is an excellent opportunity for an experienced candidate to join our Development team. Directly responsible for devising and managing comprehensive and effective strategies to sustain, grow and acquire major and planned gifts from capable and qualified current and potential donors including working to identify, engage, cultivate, solicit and steward individual donors, prospects and family foundations. This includes meaningful interactions and communications with an emphasis on face-to-face meetings, to ensure a strong base of ongoing financial support to fuel SFPBS' mission, strategic plans and to accomplish departmental goals. Manages a fluid portfolio of 150-200 current and potential donors with a primary focus on Miami-Dade, Monroe and Broward Counties.

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EOE, M/F/D/V

Job Type: Full-time

Benefits:

- Collapse
- Create new
- Jobs
- Campaigns
- Candidates
- Search resumes
- Interviews
- Analytics
- Tools

- Dental insurance
- Health insurance
- Health savings account
- Life insurance
- Paid time off
- Vision insurance

Schedule:

- 8 hour shift

Experience:

- Fundraising: 5 years (Required)
- Major Gifts: 4 years (Required)
- public relations: 4 years (Required)

Work Location: Multiple locations

● Closed



[View public job page](#)

Application Settings

Application method

Application URL

<https://southflorida-pbs.docuware.cloud/Docuware/Platform/WebClient/Forms/application-form?orgID=96fa87fa-31f7-4a92-bd84-7fac498f9de7>

Details

Posted: July 7, 2022

Views: 0

Sent: 0

[Use Indeed Apply](#) to make it easy for job seekers to apply from any device—at no extra cost.

Budget

Job budget: 300.00 (USD) monthly

Cost: 0.00 (USD)

[View performance report](#)

Promote this job for more candidates:





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
~~investby@southfloridapbs.org~~

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	Job requisition ID	Job title	City	Country	Total clicks	Cost
Company 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.



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

Invoice

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

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	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.



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

Invoice

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

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

~~investby@southfloridapbs.org~~

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	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	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.



Invoice

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

Invoice #: 67326092
Date: 08/31/2022
Due Date: 08/31/2022

Bill to: South Florida PBS
PO BOX 610002
Miami, FL 33261-0002
~~investby@southfloridapbs.org~~

Total Amount: 39.43 USD

Total Due: 0.00 USD

Description / Memo	Amount
August 2022 Sponsored Jobs on Indeed.com	39.43 USD
Sales tax	0.00 USD
Total Amount	39.43 USD

PAID INVOICE
THIS INVOICE IS FOR YOUR RECORDS

Date: 08/31/2022

Terms: Due upon receipt

Due Date: 08/31/2022

Information in "Bill To" section may be updated

Itemized report for invoice #67326092
Invoice date: Aug 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
South Florida PBS	10674989-39-42	Sr. Director, Major Gifts South (Monroe, Miami-Dade & Broward)	Fort Lauderdale, FL	US	14	\$39.43	USD
				Total	14	\$39.43	USD

This itemized report reflects the cost of each item on the associated invoice. It does not include any promotions, discounts, taxes, or fees.
"Info Is Not Available" may refer to Job Ads that no longer appear on Indeed (for example, a deleted job that received clicks while live). For questions, please contact Customer Service.