



Position Announcement for
Associate Director of On-Air Fundraising

Summary

OPB is looking for a results-driven fundraising professional with experience at a public media organization to lead and manage our on-air fundraising campaigns for radio and TV. This salaried, exempt position is a full time, regular status position with benefits.

Position Details

Primary Duties/Responsibilities:

Lead and manage on-air fundraising campaigns for radio and television to execute Membership strategies, acquire donors, convert sustainers, increase member retention, meet annual revenue goals, and further OPB's brand. Innovate new strategies for donor acquisition and revenue generation. Work includes collaborating across the organization and within Development.

Working Conditions:

Work takes place in an office environment during regular work hours, in the evenings, early mornings and on weekends as needed, including during live fundraising events.

Required Qualifications:

- Two years full-time (or equivalent) progressively responsible experience fundraising at a public media organization.
- Experience with the mechanics of on-air Radio or TV fundraising drives.
- Demonstrated understanding of testing and data analysis.
- Ability to articulate the brand value proposition in on air fundraising themes and premiums/incentives.
- Experience with developing themes, message development and copy writing.
- Oriented to innovation, creativity, problem solving, teamwork, and the constant pursuit of improvement.
- Demonstrated ability to lead, inspire, and work constructively with colleagues in a creative, collaborative multiple department, multiple project environment.
- Budget management experience.
- Detail oriented, highly organized, accurate and able to meet tight deadlines.
- Demonstrated strong organizational and time management skills.
- Demonstrated skill and successful experience in change management.
- Demonstrated proficiency working with database, spreadsheet, word processing and other software programs.
- Excellent communication skills.
- Excellent customer service skills.
- Enthusiasm for the mission of OPB.

Preferred Qualifications:

- Bachelor's degree in a related field.
- Experience as a radio fundraising producer.
- Other fundraising or marketing experience, e.g., on-air, direct mail, digital, etc.

- Management, training or leadership experience including development and customer service.

To apply:

- Please send an email or letter of interest requesting the instructions on how to apply for this position (Associate Director of On-Air Fundraising) **and where you first learned of this job opening** to hr@opb.org or OPB Human Resources, 7140 SW Macadam Ave., Portland, OR 97219.
- Instructions on how to apply will be sent within 24 hours of receiving the letter of interest Monday through Friday. If a letter of interest is sent over the weekend or a holiday, application instructions will be sent by the end of the next business day.

Application Deadline

All application materials are due by:
March 10, 2015, 5 p.m. (Pacific Time).