



Position Announcement for
Associate Director of On-Air Fundraising

Summary

OPB is looking for a creative results-driven fundraising professional 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 the Radio and TV on-air fundraising team in developing and implementing strategies for revenue generation, member acquisition, and sustainer conversion and upgrading for TV and radio on air fundraising. Develop and maintain consistent messaging and strategies that drive immediate and future revenue and further OPB's brand. Collaborate with other departments and manage relationships with vendors related to on air fundraising drives. Coordinate training, create consistent producing, manage expectations of staff, and maintain morale during radio drives to consistently improve results. Lead analysis to determine success and to further improve campaigns.

Working Conditions:

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

Required Qualifications:

- Demonstrated ability to lead, inspire, and work constructively with a variety of colleagues in a creative, fast paced, collaborative multiple department, multiple project environment.
- Two years full-time (or equivalent) progressively responsible experience fundraising at a nonprofit organization.
- Experience with the mechanics of direct response marketing including mail, telemarketing, digital, or on air.
- Demonstrated understanding of testing and data analysis.
- Ability to articulate the brand value proposition in on air fundraising themes and premiums/incentives.
- Demonstrated experience with developing themes and writing messaging and scripts.
- Oriented to innovation, creativity, problem solving, teamwork, and the constant pursuit of improvement.
- 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:

- Public media experience.
- Bachelor's degree in a related field.
- Experience in managing or producing TV and/or Radio on air fundraising.

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:
September 25, 2015, 5 p.m. (Pacific Time).