

**Position:**

Underwriting Director

Full-time

Cape Cod or Martha's Vineyard, Massachusetts

Overview:

Friends of mvyradio Inc. (mvyradio) owns and operates WMVY as a Massachusetts-based 501c3 non-profit, and is governed by Board Members who encompass the many diverse aspects of the community and who are passionate advocates for the station's mission. Programming, including the free streams and free archives, is supported by listener donations, underwriting, grants from foundations and the Corporation for Public Broadcasting, and the effort of the Board.

Located on the Island of Martha's Vineyard, off the coast of Cape Cod, Massachusetts, mvyradio is a local institution with a worldwide reach. Since the early 1980's, WMVY has served Martha's Vineyard, Cape Cod, Nantucket, and the South Coast of Massachusetts on the FM radio band, with a blend of contemporary and classic rock and roll. For the many folks who visit the area seasonally, WMVY is synonymous with the summer experience. But the station is here all year-round, providing news, weather, emergency and storm information, and companionship through the long off-season. Programming can be heard on 88.7FM Martha's Vineyard, and 96.5FM and 102.7 HD2-FM in Newport.

Mvyradio aspires to reflect Martha's Vineyard and the region in music, news, culture and community. Mvyradio embraces its local, regional and worldwide roots through its independent format, and uses contemporary media and community engagement to enrich the lives of our audience.

Specifically, mvyradio is hiring a full-time Underwriting Director. The Underwriting Director plays a critical role in generating revenue for mvyradio.

Position Summary:

The Board of Directors and WMVY's management are committed to building the Underwriting Department and digital platforms. The Underwriting Director will manage the station's entire underwriting program. The Director will build on the existing portfolio with national, regional and local accounts within an ever-changing landscape. This includes overseeing and participating in renewal of existing contracts and prospecting for new underwriters. Contacting businesses and organizations to find sponsors. Writing underwriting scripts, proposals and contracts. Daily scheduling and monitoring of all underwriting spots. Maintaining logs of all underwriting spots aired and update Station Manager to ensure spots are played.

Additional Duties include:

- Establishing underwriting packages and setting rates, ensuring compliance with FCC regulations and CPB & NPR affiliate requirements. Identifying new opportunities for corporate underwriting such as online and event sponsorship. Coordinating all aspects of new and existing events with clients such as the Chili Contest, Chowder Contest and Evenings Out with the mvyradio staff.

- Working closely with the underwriting team to reach and hopefully exceed annual revenue goals. Directing weekly Account Executive meetings. Attending weekly myradio staff meeting and preparing weekly reports for the Executive Director and Business Manager. Travel for client and company meetings.
- Managing a personal portfolio of underwriting clients and participating in all aspects of underwriting sales. Working with the underwriting staff to develop and maintain corporate sales through prospecting, generating qualified leads, and maintaining client relationships.
- Successfully recruiting, training and developing of underwriting sales staff. Management will also interview potential candidates. Working to identify, research, and implement marketing strategies that will attract program, production and event underwriting.
- Working closely with other departments to coordinate giveaways and other marketing materials and assist with other fundraising, grant efforts and special projects.
- Creating and maintaining a client list with all necessary information.
- Maintaining a positive, lasting relationship with all sponsors, staff and community at large.

Qualifications:

- 5-7 years in sales and underwriting, including at least two supervising other sales staff
- Demonstrated ability to sell across a diverse platform and create effective sales packages.
- Direct experience working in public media and radio is a significant plus.
- Experience building and implementing digital platforms.
- Excellent communications skills; both written and verbal.
- Ability to communicate positively to a variety of clients, management, staff and the public at large.
- Ability to multi-task, set priorities and jump in when needed to complete the work at hand.
- Track record of building a culture of mentorship and to lead and motivate a sales team.
- Successful experience in working with other managers to shape and implement strategy for the business as a whole.
- Grant writing and knowledge helpful.

Attributes:

- Demonstrated ability to work successfully within a project based-environment, collaborating with others, sharing tasks, giving and receiving feedback, establishing work deliverables and meeting deadlines.
- Strong track record of developing and maintaining consistently professional communication and productive relationships with sponsors, donors, local businesses and other community institutions.
- Demonstrated ability to be a strategic thinker and to innovate creative solutions to continually grow and expand underwriting support for the station.
- Grounded personality, committed to the mission of the station and serving the community at large.

Salary Level:

Based upon qualifications

To Apply:

Qualified Candidates should send a resume and cover letter to jobs@mvyradio.com with Underwriting Director in the subject line. No phone calls please.