



## **BUSINESS DEVELOPMENT ASSOCIATE**

PBS North and The North 103.3FM, in Northeastern Minnesota, is looking for an experienced and dedicated Business Development Associate to join our team. This person should possess outstanding relationship building skills with sales and customer service experience and a passion for their community, new systems, and innovative business solutions.

Ideal candidates will have a history of achieving revenue goals by developing new business and creating unique sponsorship and alternative funding opportunities as well as developing additional revenue from existing business. Enthusiasm for public broadcasting and the power of noncommercial media platforms is vital to the success of this position.

### **Essential Responsibilities:**

- Meet and develop relationships with key decision makers.
- Expand company sales and funding footprint with existing and new accounts by introducing new sponsorship opportunities and services.
- Be responsible for meeting and exceeding weekly, monthly and quarterly sales, and funding activity for all company media platforms.
- Maintain product and funding integrity to ensure continuity and best business practices.
- Maintain customer satisfaction and accountability through consultative conversations.
- Complete appropriate sales and funding activity reports and forecasts as required.
- Collaborate with other roles in the organization to identify potential revenue sources that could include corporations and foundations.
- Participate in designing, developing, planning, and implementing special fund-raising events that involve clients and community members.

### **Skills and Qualifications:**

- Excellent verbal and written communication skills.
- Excellent time-management abilities.
- Demonstrated knowledge of the business community.
- Demonstrated knowledge of the advertising campaign roles of television, radio, digital and print advertising and advertising strategies to accomplish client business goals.
- Experience with public broadcasting, underwriting or production funding a plus.

### **Abilities:**

- Experience with television, radio, or digital sales (preferably in the Northeastern Minnesota market), selling advertising programs to agencies and direct advertisers.
- Experience in consumer research and analyzing, synthesizing, and communicating consumer research to current and prospective clients.
- Experience in establishing and maintaining effective working relationships.

### **Education**

- Associates degree in related field AND two (2) years of marketing, media sales, and/or related sales activities; OR, four (4) years of experience in marketing, media sales, and/or funding activities; OR, any

equivalent combination of experience and/or education from comparable knowledge, skills and abilities have been achieved.

Interested parties should send a cover email, resume, and completed application in confidence to [applicant@wdse.org](mailto:applicant@wdse.org). Applications can be downloaded on our *Careers* page of our website.

*WDSE is an equal employment opportunity employer. WDSE does not discriminate against employees or applications on the basis of race, color, religion, gender, age, national origin, citizenship status, disability, medical condition, genetic predisposition or carrier status, military or veteran status, sexual orientation, gender identity or expression, marital status or any other characteristic protected by applicable local, state or federal law.*