



WDIY 88.1 FM, located in the Lehigh Valley in Bethlehem, PA is looking for a full-time, permanent ***Development & Public Relations Director*** to carry out all development, public relations and marketing activities for the organization. The position reports to the Executive Director.

QUALIFICATIONS

- College degree required.
- Minimum of 5 years relevant professional experience required.
- Computer literacy (MS Office, databases, website, social networking sites) required.
- Experience in public radio recommended, with on-air fundraising beneficial.
- Excellent organizational and project management skills, goal-oriented.
- Excellent oral and written communication and public presentation skills, good radio presence.
- Self-motivated and motivational, and a good team player with leadership skills.

RESPONSIBILITIES

This position has responsibility for revenue generation and growth from Membership, Grants & Events:

- Manage membership activities: sustain and grow membership, via member and listener communications, pledge drives, member appreciation and benefits, community outreach.
- Manage development activities: private and corporate foundation support grant request writing and researching, major donor campaign, planned giving/ Endowment Fund, employer match program, and community partnerships.
- Create and manage special events.
- Establish and manage plan for meeting annual agreed-on development goals in these areas.
- Develop, implement and manage public relations and marketing plan.
- Provide content and design input for website and social networking sites.
- Collaborate with the underwriting sales manager on projects with a common funder.
- Provide feedback into Program Direction, program quality initiatives, and community partnerships.

This position serves as the staff member on the Development, Marketing and Events Committees, comprised of board members and volunteers, and is supported by those committees, and is the staff interface with the Community Advisory Board.

*This is a permanent, full-time position with benefits; salary negotiable based on experience
Women and minorities are encouraged to apply – the LVCBA dba WDIY is an Equal Opportunity Employer.*

To apply for this position, please email both a cover letter specific to this position, and a résumé (incl. 3 references) to: Bill Dautremont-Smith – Executive Director, WDIY 88.1 FM, at HR@wdiy.org

*** No faxes please * Open until filled * Anticipated start date: April 5, 2010 ***