

### **Job Summary**

WGDR/WGDH's Underwriting and Sponsor Coordinator (USC) is a new contracted position designed to help establish and grow this area of revenue for the station. This role largely entails engaging with potential community underwriters and sponsors in the community to encourage them to get the word out about what they do by using our airwaves or stream to do so.

### **Responsibilities: Lead Underwriting & Sponsorship Sales**

- Lead all underwriting and sponsorship sales by soliciting, renewing, fielding, or following through on all prospects.
- Build our relationship with clients by finding a package that works for them and providing them with timely communication about the impact of their support on the station and opportunities to renew.
- Oversee all in-kind underwriting or sponsorship implementation.
- Implement and track all sales, including contracts and invoices and ensuring payment.
- Work with the clients and Station Manager to approve scripts, production, and airtime of all spots sold.
- Maintain all solicitation outreach and data, including sales, follow up, or declines.
- Work toward meeting or exceeding quarterly goals in both underwriting and sponsorship set together with the Station Manager.

### **Prior Skills, Interests, & Resources Needed For Success**

- A willingness to talk to and turn strangers into new supporters of the station.
- Experience in sales or fundraising is helpful, but not required. We will train up the right person.
- Good communication skills in writing, inter-personally, and as part of a team.
- Project management.
- Interest in community radio and rural Vermont communities.
- Access to a car (we will reimburse mileage when a pre-approved route and strategy is signed off by the Station Manager).
- This is a largely remote and in the community position that requires access to a reliable car, phone, and internet.

Central Vermont Community Radio is proud to be an equal opportunity employer and is committed to being a caring, equitable, and connective place to work, volunteer, and make radio shows. As an organization, for staff, volunteers, and programmers, we aim to reflect the diverse community we broadcast to. We believe that being intentional in our inclusion makes our stations better.

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**Reports to:** Station Manager

**Position Status:** Contract, 2024 year only (10 or less months depending on hire date)

**Compensation:** 15-20% commission-based rate only of all underwriting and sponsorship sales made. Potential bonus percentage may be added if goals are exceeded. There is no PTO associated with this contracted position. Work is estimated to be about 10 hours a week and can be done on an extremely flexible schedule.

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### About Central Vermont Community Radio

CVCR's mission is to provide a community radio station which serves the people of north central Vermont and beyond; to provide a forum for cultivating social change that re-harmonizes human communities with the natural world, supports the independent arts and celebrates diversity, creativity, and freedom. We inform, entertain and educate through the presentation of alternative news, artistic expression, and public affairs programming.

We do this by broadcasting local, community made and national syndicated radio content via two stations, 91.1 FM, WGDR, Plainfield and 91.7 FM, WGDH, Hardwick, as well as streaming worldwide at WGDR.org. Our studios and offices are located at WGDR's location on the campus of Goddard College, though we have no affiliation with the college anymore. More info can be found at WGDR.org.

### To Apply

Send a cover letter describing your interest in this position, past sales or fundraising experience, and a brief resume to Station Manager, Llu Mulvaney-Stanak: Llu@WGDR.org. No calls, please.

I acknowledge reviewing & understanding this Job Description.

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Employee Signature

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Date

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Supervisor Signature

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Date