



Corporate Development Sponsorship Representative

FLSA Classification

Full-time, Exempt, Salary

Reports to

Corporate Development Manager

Date

04/2022

JOB DESCRIPTION Who Are We?

PBS Fort Wayne provides high quality telecommunications services which enhances the quality of life in the communities we serve through educational, informational, cultural, and entertaining programs and services.

What Are The Perks Of Working Here?

- Extremely generous health, dental, and vision benefits
- Robust Employee Assistance Plan through Parkview
- A great deal MTO - (managed time off)
- Holidays off + 2 floating holidays
- Retirement plan
- Life insurance
- Access to Big Bird and Elmo (well, sorta)

What Would You Do?

With a career in corporate development at PBS Fort Wayne, you will have the opportunity to reach your maximum potential while directly impacting growth of the station and its clients. As a Corporate Development Sponsorship Representative your primary responsibility will be to generate new business and maintain existing sponsors through great customer service.

The ideal candidate will possess a true passion for developing new business and have the ability to persuade and influence others. This person will also exhibit excellent communication skills, consistent work ethic, and be achievement oriented and self-motivated.

Role Expectations:

- Create and maintain meaningful relationships with local business leaders/executives by educating them about the PBS Fort Wayne mission and programming.
- Initiate corporate development process by prospecting, scheduling appointments, making presentations, understanding client business needs, developing proposals, and closing deals.
- Build diverse client portfolios by crafting strategic solutions around PBS Fort Wayne its unique products and services.
- Actively manage, service, and grow multiple accounts.
- Deliver consistent value and service that ensures the client considers you a strategic partner and enables PBS Fort Wayne to capture repeat and incremental business.

What Do You Need To Have To Be Successful?

- A bachelor's degree is required; candidates with Media, Marketing or Sales specialization will be preferred
- A strong client service outlook and the ability to represent PBS Fort Wayne with the highest degree of professionalism are essential
- A working knowledge of the Fort Wayne metro area
- Knowledge of PCs (Windows programs and spread sheet applications desirable) and standard office equipment
- Must possess a valid driver's license and good driving record

What Skills Should You Possess?

- Ability to seize opportunities
- Flexibility/Resilience
- Ability to create relationships and influence others
- Excellent verbal and written communication skills
- Good negotiation and convincing skills
- Confidence and the ability to be a good team player
- Excellent presentation and public speaking skills

Other duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

PBS Fort Wayne is an equal opportunity employer. Working for PBS Fort Wayne is about joining a culture of openness, collaboration, trust, and the invitation and expectation to have a voice. We strive to continually lead with our values and beliefs that enable everyone at PBS

Fort Wayne to develop their potential, bring their full self to the workplace, and engage in a workplace of diversity and inclusion.