

Underwriting Representative

Position Details

Class Code: 4765

Job Family: Broadcast/Communications

Classification: Support Professional

Terms of Employment: [Pay Grade 59 on the Support Professional Salary Schedule](#)

FLSA STATUS: NON-EXEMPT

Position Summary

Under administrative direction, plans, coordinates, implements, and supervises activities to secure and maintain underwriting (funding) for Vegas PBS.

Essential Duties and Responsibilities

This list of Essential Duties and Responsibilities is not exhaustive and may be supplemented.

1. Prepares and presents funding proposals to appropriate personnel of local and national corporations, foundations, associations, advertising agencies and government.
2. Identifies prospects, makes appointments, and secures funds for program broadcasting, acquisition, and production.
3. Interprets Federal Communications Commission (FCC) and Public Broadcasting Service (PBS) sponsorship guidelines to underwriters; oversees production of on-air announcements in conformity with national rules and station policies.
4. Develops advertising and special events to support underwriter recognition, employee involvement, and increased viewership of underwritten programs.
5. Secures funding for national PBS affiliates from local donors.
6. Maintains FCC underwriter disclosure files; solicits gifts of merchandise/services and service exchanges to further station objectives.

7. Analyzes foundation objectives, prepares written proposals, and tracks application deadlines.
 8. Utilizes audience research materials to prepare sales presentations, marketing materials, and program packaging.
 9. Reviews reports, periodicals, and other materials to identify prospective funding sources for proposed broadcast programs.
 10. Coordinates activities and sales opportunities with the Programming and Promotion Departments.
 11. Serves as liaison between the station's legal, programming, public information, funding, and other staff to provide project status updates and resolve problems.
 12. Coordinates donor recognition activities.
 13. Assures compliance with FCC rules/regulations, copyright laws, program sponsorship rules, and political candidate rules as they apply to underwriting.
 14. Establishes long-range fund solicitation plans/goals.
 15. Analyzes and develops procedures to insure timely completion of work assignments; prepares work schedules and sets priorities for assigned staff.
 16. Recommends procedural changes to comply with Clark County School District, state, and federal regulatory/contractual mandates.
 17. Identifies, resolves, and communicates corrective procedures for departmental discrepancies/concerns.
 18. Provides input for the evaluation of assigned staff.
 19. Conforms to safety standards, as prescribed.
 20. Performs other tasks related to the position, as assigned.
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Distinguishing Characteristics

Manages, coordinates, and plans activities to secure/maintain funding for Vegas PBS programs.

Knowledge, Skills, and Abilities (Position Expectations)

1. Knowledge of cost and marketing production.
2. Knowledge of advertising theory and marketing practices.
3. Knowledge of FCC, copyright, program sponsorship, and political candidate rules/regulations.
4. Knowledge of management and organizational principles.

5. Knowledge of business English and spelling; ability to clearly communicate contract language/information verbally and in writing.
 6. Strong verbal, written, analytical, and persuasive presentation skills; ability to interact effectively with all levels of employees, vendors, and outside agencies.
 7. Ability to represent and sell corporate underwriting.
 8. Ability to cultivate and solicit prospective donors.
 9. Ability to write grants.
 10. Ability to coordinate capital campaigns.
 11. Ability to supervise and evaluate assigned staff.
 12. Ability to develop and maintain department budget.
 13. Ability to understand prospective sponsors' marketing objectives and develop sales presentation materials.
 14. Ability to prepare proposals for ad agencies and prospects using audience ratings and other demographic/psychographic tools.
 15. Ability to understand and overcome sales objections.
 16. Ability to design sales materials and pricing packages informed by the station's mission and sponsors' needs.
 17. Ability to develop sales presentation materials.
 18. Ability to develop and apply operating/work procedures.
 19. Ability to establish performance expectations.
 20. Ability to judge when to act independently and when to refer matters to an administrator.
 21. Ability to meet predetermined deadlines.
 22. Ability to work flexible hours or shifts.
 23. Ability to work cooperatively with employees, the public, and other agencies.
 24. Ability to recognize/report hazards and apply safe work methods.
 25. Possess physical and mental stamina commensurate with the responsibilities of the position.
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Position Requirements

Education, Training, and Experience

1. High school graduation or other equivalent (i.e., General Educational Development (GED), foreign equivalency, etc.)
2. Seven (7) years' experience in advertising, marketing, communications, media relations, broadcast ad sales, grant writing, public broadcast radio, TV underwriting, etc.; or,

Bachelor's degree from an accredited college/university, plus three (3) years' experience as described above.

Licenses and Certifications

1. A valid driver's license that allows the applicant/employee to legally operate a motor vehicle in Nevada. License must be maintained for the duration of the assignment.
2. Copy of current driving history (dated within six (6) months from the date printed) issued by the Department of Motor Vehicles (DMV) at the time of application or Qualified Selection Pool (QSP) placement and at the time of interview prior to final selection.

Preferred Qualifications

Bachelor's degree in a related field (i.e., banking/finance, communication, business management, marketing, merchandising/retail management, etc.)

Document(s) Required at Time of Application

1. High school transcript or other equivalent (i.e., GED, foreign equivalency, etc.)
 2. Transcript(s) from an accredited college/university, if applicable.
 3. Copy of a valid driver's license that allows the applicant/employee to legally operate a motor vehicle in Nevada.
 4. Copy of current driving history (dated within six (6) months from date printed) issued by the DMV.
 5. Specific documented evidence of training and experience to satisfy qualifications.
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Examples of Assigned Work Areas

District facilities and travel to/from agencies and businesses.

Work Environment

Strength

Light - exert force of 10-25 lbs., occasionally.

Physical Demand

Frequent sitting, standing, walking, pushing, pulling, carrying, reaching, and repetitive fine motor activities. Hearing and speech to communicate in person, via video

conference and computers, or over the telephone. Mobility to work in a typical office setting and use standard office equipment. Stamina to remain seated and maintain concentration for an extended period of time. Vision: Frequent near and far acuity, depth perception and focal length change, and color vision. Vision to read printed and online materials, a Video Display Terminal (VDT) screen, or other monitoring devices.

Environmental Conditions

Varies from climate-controlled office settings to work outdoors with temperatures ranging from mild/moderate to extreme cold/heat. Exposure to noise levels ranging from moderate to loud for occasional to frequent time periods.

Hazards

Furniture, playground/office equipment, communicable diseases, chemicals and fumes (as related to specific assignment), and power/hand-operated equipment and machinery (as related to specific assignment.)

Examples of Equipment/Supplies Used to Perform Tasks

District-issued/personal vehicles, computers, television monitoring equipment, television/video cameras, recorders, audio/video patching systems, sound equipment, related television equipment, telephones, etc.

AA/EOE Statement

The Clark County School District is proud to be an equal opportunity employer. The Clark County School District is committed to providing all applicants and employees equal employment opportunities without regard to race, color, religion, sex, gender identity or expression, sexual orientation, national origin, genetics, disability, age, military status, or other characteristics protected by applicable law. Here at Clark County School District, we are a diverse group of people who honor the differences that drive innovative solutions to meet the needs of our students and employees. We believe that through a culture of inclusivity, we have the power to reflect the community we serve.

Job Revision Information

- Revised: 07/18/23
- Created: 07/25/95