



## **UNDERWRITING REPRESENTATIVE POSITION DESCRIPTION**

### **POSITION SUMMARY**

Responsible for achieving DPM underwriting (nonprofit sales) revenue goals by developing a sales strategy for the Delaware market and building and maintaining relationships primarily with Delaware businesses to achieve revenue goals. Duties include managing and documenting the sales process both internally and externally. The underwriting representative will participate in overall marketing efforts and may represent DPM in marketing and outreach activities and events designed to increase visibility and contacts within the community.

- 1. Underwriting sales and service:**
  - Develop and implement a sales strategy for the Delaware market to meet sales goals.
  - Evaluate underwriting revenue and relationships regularly, update sales team on progress.
  - Maintain relationships with current and former clients to increase or renew sales, update scripts and ensure client satisfaction.
  - Contact clients and prospects on a regular basis, including a target of weekly contacts to be determined in conjunction with DPM. Generate proposals and contracts for clients.
  
- 2. Manage and document the underwriting sales process from initial contact to thanking the underwriter for their support, including:**
  - Creating or renewing the contract and obtaining approval from the underwriter and DPM.
  - Composing and participating in the production of underwriting messages for on-air presentation in accordance with FCC regulations and station policies.
  - Ensuring that all account information is inputted into DPM's radio traffic system including the contract, on-air schedule, billing information, etc.
  - Ensuring that billing and payment are managed in accurately and timely, including following up with underwriters when payment is overdue.
  - Maintaining electronic and hard-copy files of all accounts including contracts and account history.
  - Documenting all client communications.
  - Ensuring underwriters' listings on-air and website are accurate and current.
  - Produce monthly reports on underwriting revenue generated, new and renewed donations, prospects, and other related activities.
  - Coordinate with all appropriate DPM team members throughout the process.
  
- 3. Marketing/Development Collaboration and General External Event Support:**
  - As part of overall sales strategy, plans, presents, coordinates, and implements overall business support marketing strategy.

- Represents DPM at external activities including networking, public or other events as needed. Markets underwriting opportunities and other messaging to clients and prospects.
- Participates in and provides direct and indirect support (business underwriter-based) to on-air pledge drives and other membership or fundraising events.

### **EDUCATION, EXPERIENCE, AND SKILLS**

- Associate degree required, bachelor degree preferred, or equivalent combination of education and experience in revenue generating disciplines such as sales, marketing, donor development and solicitation, fundraising or major giving programs.
- Proven sales abilities, including prospecting, developing sales tools and techniques, contract development, donor appreciation, and all administrative aspects of securing and closing sales. Business to business sales preferred.
- Successful experience working in a non-commercial radio or non-profit business environment preferred.
- Ability to interpret and effectively implement the various FCC rules and regulations governing underwriting for non-commercial radio stations.
- Ability to represent the organization in a professional manner to underwriters, prospects, representatives of other non-profit organizations, and members of the public.
- Ability to work independently and as a full member of the DPM team. Maintain effective and professional working relationships at all levels, including with staff, volunteers, underwriters, members, vendors, listeners, and the community at large.
- Ability to organize digital and hard-copy data to meet various fiscal reporting requirements.
- Excellent proactive communication skills (written, verbal, and public presentation).
- Excellent reasoning ability, problem solving skills, and judgment, with creativity, integrity, trustworthiness, attention to detail, and a bias for action and results.
- Ability to prioritize and manage multiple projects simultaneously in a deadline-oriented environment.
- Excellent computer skills, including proficiency with Word, PowerPoint, and Excel, with the ability to create and utilize effective client presentations and to create spreadsheets for tracking and reporting purposes.

**Reports To:** President or designee

**Status/Work Schedule:** Can be contractual or employment based with 40-hour work week expected; compensation including base salary and incentive compensation.

**Effective:** Immediately.