



**WCTE Central TN PBS, Cookeville, TN**

**POSITION TITLE: Donor Relations Manager**

**DEPARTMENT: Development**

**Job Type: Hourly / Full-Time**

**Minimum Education: College Degree preferred but not required**

**Minimum Experience: A minimum of 1 to 3 years**

**REPORTS TO: Station Manager**

**POSITION OPEN: Until Filled**

## **ABOUT US:**

WCTE Central TN PBS, is a small regional public media organization located in Cookeville, Tennessee and serves the rural fourteen county area.

## **SUMMARY:**

The Donor Relations Manager is a member of the Development team and is responsible for securing financial resources for WCTE PBS. The primary focus is meeting and working with donors and prospects with significant giving capacity to accomplish their giving objectives in the form of annual giving, major and planned gifts. The Donor Relations Manager will engage in and be responsible for all aspects of the donor development cycle including donor identification, cultivation, solicitation, acknowledgment, partnerships, and stewardship. This income-generating position reports directly to the Station Manager, under the strategic vision of the President and CEO. The position will require some evening and weekend responsibilities to be successful.

## **Performance Measurements:**

- Identify major gift prospects. Analyze and predict donor's propensity, capacity and enthusiasm to give.
- Solicit, cultivate and maintain major donor relationships
- Invest the necessary time to understand the donor / prospect goals with the expressed purpose of aligning with WCTE PBS's mission and objectives.
- Develop stewardship strategies that continue the Donor Relations relationship for future gifts and planned giving opportunities.
- Manage a portfolio of approximately 150-200 qualified relationships, with a custom cultivation strategy for each donor and station partner.
- Manage Membership Revenue, Planned Giving and endowment.

- Adhere to the highest ethical standards; demonstrate empathetic disposition, and perseverance; reflect optimistic and positive attitude, and convey sensitivity to needs of the donors
- Execute and report on quarterly/annual fundraising plans, donor solicitations identification, cultivation, campaigns (capital and annual) and stewardship efforts.
- Work collaboratively, under the direction of the Station Manager, and collaborate with the other team members at the station and station's President and CEO.
- Attend and (occasionally) host WCTE PBS members events for the purposes of acquisition, cultivation for the station.
- Work collaboratively with the development team and other station departments. Identify potential volunteer connections.
- Track prospects and donor contacts in portfolio using organization tools and tracking methods via NGOC Salesforce.
- Work toward annual fundraising (annual and capital) goals and operating campaigns
- Work collaboratively with membership, corporate support and special events to compose letters, compile appropriate invitation lists, secure sponsors, participate in events and engage featured program participants.
- Perform other duties as assigned.

**TO APPLY:**

Send resume, cover letter, salary requirements, and three professional references to:

**Email:** [dmatson@wcte.org](mailto:dmatson@wcte.org)

Human Resources

WCTE Central TN PBS

**Mail:**

PO Box 2040  
Cookeville, TN 38502

NO PHONE CALLS PLEASE

Please visit [www.wcte.org](http://www.wcte.org) for more information

WCTE Central Tennessee PBS offers a comprehensive benefits program that includes medical, dental and vision benefits from date of hire. WCTE has a Simple IRA plan that has a 3% matching opportunity and is eligible based on length of service. WCTE PBS vacation and sick time is set up on an accrual.

**WCTE Central TN PBS is an Equal Opportunity Employer.**