



Cañada College ♦ College of San Mateo ♦ Skyline College

GENERIC POSITION DESCRIPTION

KCSM UNDERWRITING REPRESENTATIVE

A Classified Position

[Grade 35 – Salary Schedule 60](#)

A. General Statement

The KCSM Underwriting Representative performs professional work involved with comprehensive program planning, developing, researching, and implementation of a variety of broadcast station fundraising activities related to major gifts, underwriting and foundation donations. Under direction, the employee is involved in research, event planning and the cultivation of new foundation and other major donors. Public contact is extensive and includes station, College and District staff, corporate and community representatives, media personnel, vendors and contractors. A high degree of independent judgment and creativity is required to develop and implement strategic plans and activities with effective short- and long-range goals and measurable outcomes. Consequences of errors in judgment can be serious and costly in public relations, employee time and money. A KCSM Underwriting Representative can lead the work of clerical and other staff, student assistants and volunteers as assigned.

B. Duties & Responsibilities

The duties below are representative of the duties of the classification and are not intended to cover all of the duties performed by the incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related, or a logical assignment to this classification.

1. Exchanges information with station managers and other staff regarding strategic plans for researching, assessing, outreach, underwriting, cultivation and documentation of foundation, corporate and other major donations
2. Meets with corporate and foundation representatives to promote station programming, services and membership benefits
3. Makes presentations to individuals and groups to promote gifts and donation relationships with the station
4. Drives a motor vehicle to visit off-site businesses, organizations and donors
5. Attends meetings, workshops and other events to obtain current donor resource and related information
6. Researches, plans, develops, coordinates, and implements fundraising projects which promote major gift donations from foundations and businesses
7. Coordinates business, foundation and community representatives, station staff, volunteers and others to implement special projects and activities as needed
8. Develops, writes and procures underwriting grants for specific programs and general station operations
9. Prepares and coordinates contracts with foundation and major donor representatives

10. Uses a variety of computer software and hardware to set up and track budget and expenditures, potential grants and gifts, cost-effectiveness of underwriting program activities, donor trends and projections, and other data
11. Compiles statistical, financial and other data for a variety of special and regular reports as assigned
12. Reviews underwriting, gift and donation activities for compliance with Federal Communications Commission and other regulatory agency policies and procedures
13. Completes surveys, reports and other required documentation of underwriting activities, goals, program outcomes, budget status and other matters
14. Meets with management and other station staff to provide technical information regarding changes to agency regulations, policies and procedures
15. Recommends modifications to station policies and procedures to assure agency compliance
16. Performs other related duties as assigned

C. Requirements

1. Bachelor's degree in marketing, communications, broadcasting, or a closely related field
2. Successful work experience of increasing responsibility in fundraising and underwriting
3. Demonstrated skills in written and oral communication, including public speaking
4. Extensive public contact with people at all levels within an organization who are diverse in their cultures, language groups, and abilities
5. Skill in the use of a variety of software to prepare correspondence, reports, presentations, and other written materials
6. Skill in setting up and maintaining a variety of detailed financial and statistical records
7. Skill in training and leading the work of others
8. Possession of a valid California Driver's license (or the ability to obtain one) and the ability to drive a motor vehicle to off-site locations

OR

An equivalent combination of education and experience

D. Physical/Other Requirements

This classification requires persuasive communication and negotiation; individual and group interactions; data analysis and comparison; original, creative and strategic planning; good memory for written details and verbal instruction; assessment and interpretation of public reaction to proposals; ability to drive a motor vehicle; tact; flexibility and patience in order to perform the essential functions.

E. Knowledge, Skills & Abilities

1. Knowledge of fundraising research, assessment outreach, underwriting, cultivation and documentation techniques
2. Knowledge of corporate and individual donor resources available to public broadcasting
3. Knowledge of Federal Communications Commission and related regulatory agency policies and procedures related to broadcast underwriting
4. Skill in oral communication, including public speaking, persuasive communication, and negotiation
5. Skill in written communication, including grant writing and preparing detailed reports
6. Skill in the use of a variety of software, including the Microsoft Office Suite and Adobe Acrobat, as well as content management systems
7. Skill in establishing and maintaining effective working relationships with people at various levels within an organization who are diverse in their cultures, language groups, and abilities
8. Skill in marketing and public relations techniques associated with fundraising and underwriting
9. Ability to work effectively and accurately under deadline pressure