

ALASKA PUBLIC MEDIA
3877 University Drive
Anchorage, Alaska 99508
M 907.550.8400
F 907.550.8401



Title: Comprehensive Campaign Director or Manager
Reports to: President & CEO
FSLA Status: Independent Contractor
Version: 1.5

Alaska Public Media (AKPM) is launching a three to five-year potentially \$15 million campaign for the purpose of creating a \$10M endowment and generating \$5M in working capital. The campaign is additive to the private funding AKPM currently raises annually (approximately \$2 - \$3 million). The Comprehensive Campaign Director or Manager will report to the President and CEO and work with the Director of Development, members of the Campaign Steering Committee, other members of the development team, AKPM's, Board Members and other non-Board campaign fundraising volunteers to help implement this exciting transformational effort.

The individual selected for this position will serve as the principal administrative lead for the comprehensive campaign of a broad-based public media organization that delivers television, radio, and web content. AKPM is the source for NPR radio and PBS television for South Central Alaska and stewards the statewide news network.

Essential Functions

The Comprehensive Campaign Director or Manager is a fulltime position, based in our Anchorage headquarters. The ideal candidate will have a multi-year background in nonprofit fundraising and prior experience working on or contributing to a campaign. The main responsibilities will include, but not be limited to: creating, managing/tracking and helping to implement the moves management process for several hundred campaign prospects; preparing for and arranging campaign cultivation and solicitation meetings and events with those prospects; creating, producing and distributing campaign reports (both standardized and ad hoc/on request) from stand-alone tracking systems and from the Allegiance donor database); and other duties to ensure the campaign meets its internal deadlines and financial goals.

The CCD Will:

- Collaborate with Development and Executive staff who have the primary relationships with the prospects to create, record, track and manage moves management plans for each prospect on a regular basis. Create, develop and maintain tracking and reporting systems that will support a successful campaign. (25%)
- With other staff and/or volunteers, plan and coordinate Campaign cultivation events; work with Steering Committee, Board and Development staff to ensure timely and appropriate follow-up for each prospect attending each event. (25%)
- Coordinate and follow up with Board Members and others who have volunteered to assist in different campaign cultivation and solicitation capacities. Track each volunteer's needs for

support, reports, next steps, and outcomes. Communicate directly with volunteers as needed. (25%)

- Identify, research, and prepare lists of prospects for committees, board members and fundraising volunteers. Committees will include Campaign Cabinet and Major Gifts Committee. (10%)
- Work with President & CEO, Director of Development, Steering Committee and Board Members to create and maintain Campaign 21 printed and digital collateral (i.e. website) as required by donors and prospects. Draft and distribute quarterly Campaign electronic newsletters to donors and prospects. (10%)
- Work with CFO to ensure gifts are reconciled accurately and on a timely basis. (5%)
- Other duties as assigned.

Duties and Responsibilities

In addition to the above functions, the Comprehensive Campaign Director will:

- Represent AKPM in partnership with the President & CEO, CDO, and Board of Directors.
- Ensure maintenance and back-up of all development-related databases and files.
- Monitor yearly comprehensive campaign budgets in order to make spending adjustments as needed.
- Coordinate with CFO to monitor, evaluate, and report on revenue generating activities.
- Perform other duties as assigned.

Required Qualifications

- Commitment to mission, vision, and values of Alaska Public Media.
- Bachelor's degree or commensurate experience.
- Broad understanding of non-profit development and marketing
- Three years' experience in development
- Strong written and oral skills

Desired Qualifications

- CFRE accreditation or desire to achieve accreditation
- Master's degree in business administration, non-profit management or other related field
- Prior public radio and/or public television development and marketing experience

Competencies

- Act in accordance with AKPM policies.
- Support AKPM compliance efforts with FCC, CPB, NPR, and PBS rules and regulations.
- Demonstrate executive-level leadership skills.
- Communicate effectively.
- Apply critical thinking and problem-solving skills.
- Effective at planning, assessing, performing, and evaluating.

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- Maintain positive relationships with both internal and external customers.
- Demonstrate consistent outstanding customer service.
- Proficient at computer use to include office software products (word processor, presentation, spreadsheet), custom software packages, internet, and e-mail.
- Consistently demonstrate ethical behavior.
- Must exercise good judgment for the prompt completion or responsibilities.

Employee Expectations

Must be able to work in a constantly changing environment with demonstrated ability to juggle and prioritize multiple, competing tasks, and demands while seeking supervisory assistance as appropriate.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

The employee is regularly required to stand, walk, and sit; use hands to handle or feel; reach with hands and arms; talk and hear. The employee is occasionally required to stoop, kneel, crouch, or crawl. The employee must be able to lift and/or move up to 40 pounds.

Work Environment

The work environment characteristics described here are typical of a television/radio broadcast office environment and representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations will be made to enable individuals with disabilities to perform essential functions.

The noise level in the work environment is usually moderate.

Alaska Public Media is an equal opportunity employer.

I, _____ have received a copy of this job description _____
(Print) *(Date)*

Employee signature _____