COLORADO PUBLIC RADIO
Job Description (March, 2018)

Job Title: Senior Underwriting Associate
Reports to: Director of Corporate Support
FLSA Status: Exempt
Department: Development

Summary: The Senior Underwriting Associate will serve as a media sales professional representing Colorado Public Radio in Denver and on the Front Range of Colorado with responsibility for generating operating income through the sale of underwriting (advertising) – both on-air and digital – in support of individual and department revenue goals. Sales will be generated from an existing list of designated accounts, as well as individual sales development efforts.

Essential Duties and Responsibilities:

- Meet sales goal requirements while adhering to CPR guidelines and standards
- Schedule time each week for prospecting to meet monthly and annual goals
- Maintain and build relationships with new and existing accounts
- Qualify account needs, and demonstrate and sell the value of underwriting
- Draft and finalize underwriting agreements including schedules and costs
- Qualify copy points with the underwriter and write copy that adheres to CPR and FCC guidelines. All scripts must be approved by Director of Corporate Support prior to air.
- Maintain account records including traffic orders and correspondence; monitor receivables; and track results in salesforce.com
- Insure timely collection of accounts receivable
- Support philanthropic giving as a collaborative partner with CPR’s Major Donor Department
- Work collaboratively with underwriting sales team, traffic and the entire CPR organization
- Meet weekly as a team, weekly one-on-one with Director of Corporate Support; and as needed to ensure annual individual and team goals are met
- Participate in select Colorado Public Radio community outreach activities

Core Competencies:

- **Change/Adaptability/Flexibility**: Adapts to change that benefits CPR, is open to new ideas, takes on new responsibilities, handles pressure, adjusts plans to meet changing needs.

- **Communication**: Communicates well both verbally and in writing, promptly shares information and ideas with others throughout the organization as appropriate, has active listening skills, can negotiate and persuade as needed.
• **Results Focus/Initiative:** Targets and achieves results, sets challenging goals, prioritizes tasks, overcomes obstacles, accepts accountability, sets high standards and takes responsibility, provides leadership/motivation.

• **Collaboration:** Working collaboratively with others to solve problems, achieve common goals and positive results. Listens to others and values opinions. Is open with other team members and expresses disagreement constructively. Seeks opportunities to work on teams as a means to develop experience and knowledge.

**Knowledge and Competencies:**

- Able to embrace the mission and purpose of Colorado Public Radio
- Skilled at cold calling prospects and motivated to build new account relationships
- Able to maintain strong rapport with existing accounts
- Comfortable with assessing account needs
- Proficient at presenting the value of CPR and knowledgeable about other media options
- Skilled at identifying and overcoming sales objections and able to close sales
- Proficient at writing a clear and compelling proposal, letter and e-mail
- Results oriented, collaborative, and adaptable to change
- Proficient with Word, Excel and PowerPoint
- Working knowledge of LinkedIn and other social media
- Five or more years of proven outside sales success