

WXYZ Radio Job Description

TITLE: Producer, On-Air Fundraising

GENERAL SUMMARY: Work with the Senior Director of Membership, Program Director and Marketing Director to develop, write and produce WXYZ on-air and podcast fundraising and e-pledge. Provide a compelling case for support and present a unified and consistent style and tone.

MANAGES: (List of titles, if applicable)

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Produce fundraising drive production elements such as scripts, NPR and other network records, research and development of editorial assets
2. Ensure strategic goals, messaging and tone of the fundraiser and implemented consistently and appropriately throughout the on-air fund drive campaign.
3. Work with Programming and Production staff to proactively identify collaborative opportunities for production of fundraising elements: guest appearances, creative partnerships, etc.
4. Work with Director of Marketing on brand position and tonality
5. Write and revise scripts and copy points for on-air fundraising
6. Direct and produce live and taped on-air fundraising drive
7. Coordinate messaging with other WXYZ campaigns as guided by the Membership Director and Program Director in order to create a "drive sound" that is listener-focused and serves audience development as well as fundraising goals
8. Conduct pre-drive workshops and on-the-job fundraising training for announcers and program producers
9. develop new pitch staff for fundraising drives by auditioning and training new talent
10. Participate in tactical analysis of pledge results before, during and after the drive
11. Maintain awareness of current industry trends and practices, and knowledge of audience research
12. Meet financial targets/budget
13. Other responsibilities as assigned

SKILLS, KNOWLEDGE AND ABILITIES

- Experience writing/producing for live radio, required
- Technical radio production skills, required
- Directing on-air talent experience, required
- Excellent written and oral communication skills, required
- Ability to prioritize and handle several projects simultaneously, required
- Strong organizational skills, required
- WXYZ listener, preferred

EDUCATION, EXPERIENCE AND PROFESSIONAL LICENSES OR CERTIFICATES

- Bachelor's degree, required
- Previous public radio or non-profit fundraising experience preferred
- Knowledge of public radio preferred

WXYZ Radio is an Equal Opportunity Employer.

Note: The statements herein are intended to describe the general nature and level of work being performed by employees, and are not to be construed as an exhaustive list of responsibilities, duties, and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.