



Director, Corporate & Strategic Relations - KVCR

Management Range: I9

Board Approved: 06/21/2018

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*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job; however, any additional duties will be reasonably related to this class.*

SUMMARY DESCRIPTION

Under the administrative direction of the General Manager of Broadcast Media Systems, the Director, Corporate Relations - KVCR, is responsible for increasing the visibility of KVCR in the area of corporate and governmental relations, and the cultivation of sponsorship, underwriting and giving for the purposes of public television and radio production and programming. The Director will identify, solicit and steward corporations, corporate foundations, County and State governmental resources and private foundations through funding opportunities to further KVCR's overall strategic goals, while possessing accountability for developing, implementing and managing a comprehensive development plan focused on expanding and enhancing existing relationships. The incumbent is responsible for identifying best practices and collaborating with the National Sponsorship Development at PBS and NPR and leveraging outcomes to create tools and services for local deployment. Additional responsibilities include establishing effective working relationships with key District and College stakeholders, such as department heads, faculty, Media Academy directors and administrative staff to ensure a smooth process for cultivating corporate and strategic partnerships in the community.

REPRESENTATIVE DUTIES

The following duties are typical for this classification.

1. Design, implement, and manage a comprehensive corporate outreach strategy for the Broadcast Media Systems division in order to secure sponsorship and funding in line with the KVCR Station's strategic plan.
2. Identify, cultivate, solicit and steward corporations, corporate foundations and private foundations in collaboration with KVCR-related development functions.
3. Provide leadership for planning, budgeting, and the development of television and radio programs in consultation with all external partners for funding and coordinating the submission of proposals.
4. Create and maintain systems for dissemination of information about external sponsorship and funding opportunities with corporate partners and other grants-related information.
5. Provide technical assistance in the planning, writing, program design, budget development, and evaluation of corporate relations.
6. Serves as a liaison in the interconnection of the SBCCD and the Media Academies at San Bernardino Valley College and Crafton Hills College with local community funding partners and the programming or productions jointly created.
7. Manages and coordinates the implementation and performance of any grants received for KVCR in relation to dedicated television and radio productions.
8. Identifies and analyzes new fundraising opportunities, works with others to solicit funds and in-kind gifts, and identifies and designs special events to support fundraising efforts.
9. Identify external sources of income to assist KVCR and the SBCCD Foundation in attaining its objective by identifying, cultivating and soliciting gifts from both individuals and public and private institutions, including but not limited to: the solicitation of donations; fundraising including planned giving, annual Pledge campaigns, capital campaigns, endowments; planned annuities, scholarships, corporate giving, academic and



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campus program donations; and major event fundraisers.

10. Use appropriate technology and data systems to manage and monitor corporate sponsors, gifting, donor data bases, and donations for planning and recognition purposes.
11. Provide leadership in the cultivation and nurturing of prospective donors and the development of donor recognition programs, and maintains up-to-date contact, donor, and potential donor information and data.
12. Anticipate, prevent and resolve difficult and sensitive inquiries, conflicts and complaints.

QUALIFICATIONS

Knowledge of:

- Operational characteristics, services, and activities of a foundation, grant management program and fundraising.
- Principles and practices of business to business sales and client management.
- Development and Production of television and radio programs for both traditional and digital media.
- Excellent organizational, interpersonal and networking skills with large groups as well as with individuals are essential.
- Ability to maintain a high level of poise and professionalism in all circumstances.
- Ability to initiate and build relationships with prospective corporate donors and interact via telephone and in person with institutional representatives.
- Demonstrated ability to take primary responsibility for diverse number of projects and to complete them in a timely manner with limited supervision.
- Principles and practices of grant administration, including funding sources, administrative requirements, cost principles and state and federal regulations.
- Principles and practices of program development and administration.
- Principles and practices of financial management and public and non-profit administration. Principles and practices of budget planning, development and preparation, proposal development, assembly, submission and administration.
- Principles of supervision, training, and performance evaluation.
- Principles, methods, procedures and strategies of community relations, marketing, promotion, fundraising, Foundation, scholarship and alumni development.
- Planning and implementation of development programs using college and community resources.

Ability to:

- Oversee and participate in the management of a comprehensive grant management and resource development program.
- Plan, organize, and efficiently manage concurrent demands and meet deadlines. Lead teams, groups and meeting.
- Negotiate with funding agents and follow-up on progress of grant activities.
- Visualize operational and program implications, reason logically, draw valid conclusions, recommend alternative and take appropriate actions.
- Plan, organize and direct and coordinate the work of others.



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- Develop, implement, interpret and apply a wide variety of governmental and department policies and procedures.
- Establish and maintain cooperative working relationships with funding agencies, auditors and community.
- Oversee, direct, and coordinate the work of lower level staff.
- Participate in the selection and recommendation, supervision, training, and evaluation of staff. Participate in the development and administration of goals, objectives, and procedures for assigned area. Gather and analyze data and situations and make appropriate decisions.
- Prepare and present comprehensive, concise, clear oral and written reports.
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Interpret and apply California Education Code, Title 5, federal, state, and local policies, laws, and regulations as it relates to the position.
- Demonstrate a sensitivity to, and understanding of the diverse academic, socioeconomic, cultural, and ethnic backgrounds of community college students and personnel, including those with physical or learning disabilities.
- Demonstrate professionalism, fairness and honesty in all aspects of the performance of duties.
- Provide leadership based on ethics and principles as they relate to resource development and grant management functions and operations.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.

Education and Experience Guidelines

A typical way to obtain the knowledge and abilities would be:

Education/Training:

A Bachelor's Degree from an accredited college or university.

Required Experience:

1. Five (5) years of recent full-time experience in fundraising, underwriting, business development, grants and resource development, preferably in an entertainment or educational setting as a manager of a tax-exempt 501(c)3 or organization and/or non-profit corporation.
2. Evidence of proven success in resource and business development.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.



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Environment: Work is performed primarily in a standard office setting with frequent interruptions and distractions; extended periods of time viewing computer monitor; possible exposure to dissatisfied individuals.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

Hearing: Hear in the normal audio range with or without correction.