



Position Announcement
Marketing & Development Associate, *Gavel Alaska*

KTOO Public Media is looking for a civically minded and creative person to join our team as a **Marketing & Development Associate** for Gavel Alaska. This is a half-time position located in Juneau, Alaska with potential to become full time.

About Gavel Alaska:

Gavel Alaska is a public service dedicated to providing unfiltered, non-partisan coverage of state government proceedings. We are committed to ensuring transparency in government and educating the public about the legislative process. We are seeking a passionate and experienced individual to join our team as Marketing & Development Associate.

Position Overview:

The Development & Marketing Associate will lead efforts focused on the sustainability of Gavel Alaska by developing and executing comprehensive fundraising and marketing strategies. This role is responsible for cultivating relationships with donors, partners, and managing fundraising and marketing campaigns. The ideal candidate will be a strategic thinker with a passion for public service, civic engagement, and nonprofit development.

The best applicant will be a bit of a wonk, interested in civic engagement, and ensuring that Alaskans have transparent access to government processes and procedures. You'll have an opportunity to creatively engage in organizing and constructing campaigns to grow the reach of this vital programming.

Essential Duties:

- In collaboration with KTOO's General Manager, develop multi-channel communication campaigns focused on strengthening relationships with existing and prospective donors to grow annual revenue.
- Develop and implement a calendar of marketing and donor stewardship activities including impact reports, recognition opportunities, and unique experiences.
- Coordinate events that align with Gavel Alaska's mission
- Develop and manage Gavel Alaska social media and email marketing campaigns.
- Maintain accurate donor and prospect records, track and report on progress toward goals and campaign performance; revise strategy as necessary.
- Manage Gavel sponsorship production timelines collaborating with 360TV and Gavel Alaska crew members. Lead annual preparation of community fundraising goals and projections in collaboration with other development staff and General Manager.

Training, Skills, Knowledge and/or Experience: (R) if required or (P) if preferred

- Understanding of the mission of public media organizations, and the capability to articulate the mission to community partners and donors. (R)
- Ability to work respectfully and collaboratively with KTOO staff along with external community partners. (R)
- Strong oral and written communications skills. (R)
- Excellent organizational, time management and teamwork skills. (R)
- One year of relevant experience in non-profit development or marketing. (P)
- Experience working and leading cross-functional teams across an organization. (P)
- Experience analyzing data and setting data-driven strategies and goals. (P)
- Acumen for fundraising and donor management. (P)
- Experience with email and other digital fundraising tactics. (P)

This position reports to the President and General Manager of KTOO Public Media.

KTOO is committed to building a diverse staff and strongly encourages women and non-binary candidates; Alaska Native, Indigenous and people of color; people with disabilities and those with diverse economic and educational backgrounds to apply.

KTOO is honored to do our work on the homelands of the Lingít people, specifically, the Áak'w Kwáan. We are a highly visible public media organization with a strong commitment to local, regional and statewide program production. We operate three public radio stations in Juneau (KTOO, KRNN and KXLL), a regional public television station (KTOO-TV), a statewide public affairs television channel (KTOO 360TV) and an online news service (www.ktoo.org).

Hourly rate: \$29.31-\$32.12

Benefits:

- 403(b) tax-sheltered annuity retirement plan (KTOO contributes 4% of your salary annually) after year 1
- Indigenous language classes
- 11 paid holidays and additional 3 days of paid floating leave
- Time off to vote
- Professional development and training opportunities

Questions: Contact Justin Shoman

Deadline: Open until filled with an initial screening of applicants on 11/22/2024. Interested applicants are encouraged to apply as soon as possible.

To apply: online at <https://www.ktoo.org/job-opportunities/apply-online/>

KTOO is an Equal Opportunity Employer.