

**AN EXCITING OPPORTUNITY FOR THE PERSON WHO ENJOYS THE  
CHALLENGES AND CREATIVITY OF A SALES POSITION  
IN PUBLIC RADIO**

**88.7 KCME-FM  
is accepting applications for:**

<b>JOB TITLE:</b>	Director of Corporate Sponsorship
<b>STATUS:</b>	Exempt
<b>HOURS PER WEEK:</b>	Full-time: 40 hours per week
<b>DEPARTMENT:</b>	Sales and Marketing
<b>REPORTS TO:</b>	General Manager
<b>CONSULTS WITH</b>	Development and Radio Traffic Department

88.7 KCME-FM is an independent public radio station, located in Colorado Springs. For over 30 years, KCME-FM has broadcast classical music to Central and Southern Colorado. In addition to its land-based signal, KCME also broadcasts on the Internet and its signal is carried, via satellite, to frequencies located in outlying Colorado communities.

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**Job Summary:** KCME seeks an enthusiastic, self-motivated sales professional with superior communication skills who will be responsible for generating operating income by selling on-air and website sponsorships to community-minded businesses who want to brand their services/products in the minds of KCME listeners. The individual will also work in cooperation with the Development Department to strategize and develop events that will increase KCME's visibility in the community.

**Job Responsibilities and Accountabilities include but not limited to:**

- Develop, acquire and increase KCME's on-air and website sponsorship revenue
- Create sales strategies based on the socio-economic characteristics of the KCME audience that will result in increased sponsorship revenue
- Communicate to potential clients the benefits of how advertising on KCME can build their business or organization
- Manage and retain all existing accounts
- Cultivate on-going relationships with clients
- Prepare and execute all sales and trade contracts
- Monitor fulfillment of all contracts on the part of the station
- Meet weekly with General Manager to review sales and prospect reports
- Write on-air copy for corporate sponsorship spots that is compliant with FCC and KCME policies. The General Manager will approve and authorize all on-air copy for broadcast
- Work in cooperation with the KCME Traffic Manager to coordinate broadcast schedule of spots and on-air copy.

- Coordinate with Production Director to create the on-air spots in the appropriate format—i.e., “live reads” or recorded spots.
- Work with KCME’s Development Director to develop event ideas and promotional opportunities to brand and increase KCME’s visibility in the community
- Attend outside events and activities as needed.
- Meet or exceed annual sales goals as mutually agreed upon between sales rep and the General Manager
- Perform other duties as assigned or agreed upon with General Manager and the Development Department.

**REQUIRED QUALIFICATIONS:**

- Previous experience and demonstrated success in advertising and/or media sales
- Must be able to work both independently and with a team
- Possess initiative and must be self-motivated
- Possess superior communication, negotiation and presentation skills
- Strong word processing skill with Microsoft products, Excel, Powerpoint
- Possess ability to write creative sales proposals
- Dedication to excellent customer service of all clients – new and renewal
- Present a professional appearance and attire when interacting with clients
- Willingness to work occasional evenings and weekends
- Possess valid Colorado Driver’s License
- Have reliable transportation and be willing to travel to meet face-to-face with clients or potential clients in Colorado Springs or other locations
- Must understand – or be willing to learn about the unique nature of KCME’s mission, philosophy and the public radio value system as it applies to the sales of corporate sponsorships

**BONUS QUALIFICATIONS**

- Experience in public broadcasting
- In depth knowledge of the Colorado Springs/Pueblo area business climate
- Experience with the development of promotional events and activities
- Appreciates classical music and the fine arts

**Compensation:** Compensation is commensurate with experience and will include base pay plus generous commission structure and vacation benefits. Commission is paid on all new sales –and retained multi-month contracts. Year-end bonus is possible if annual sales goal is exceeded.

**Posting Information:**

Position is now open, and will remain open until filled. Applications will be accepted only by mail or e-mail. No walk-ins or telephone calls will be considered.

Please mail applications to: **KCME General Manager:** 1921 North Weber Street,  
Colorado Spring, CO 80907. E-mail applications accepted at: [genmanager@kcme.org](mailto:genmanager@kcme.org)

KCME-FM is an EEOC/ADA employer. KCME-FM does not discriminate on the basis of race, color, ancestry, religious creed, national origin, ethnicity, gender, age, marital status, disability, or sexual orientation. Women and minorities are encouraged to apply.