

KSDB EXECUTIVE STAFF

JOB DESCRIPTIONS + RESPONSIBILITIES

SPRING 2016



Underwriting Assistant Job Description/Responsibilities

Underwriting is on-air advertising without saying anything about the client's prices, using qualitative words, or using a call to action. This is a more difficult sell than in regular advertising. The underwriting assistant will be in charge of contacting certain businesses within Manhattan. The underwriting assistant will first make contact by either phone, email, or walking into the establishment. They will also be helping the underwriting director create underwriting promotions to help sell to businesses. After you have gotten the confirmation from the business that they would like to underwrite, you will then have to work alongside the production team to create a script for their message that will be put on air. You will be required to get that approved by the business, get a contract signed by the business owner and make sure their liner will be scheduled into the system. The underwriting assistant will also be in charge of keeping businesses updated on other promotions as well as checking in with them at least once a week to help build a healthy relationship between the business and KSDB. This is known as our underwriting process. This position will help you build communication skills and real-life sales experience you can then take to the business world. The job will be 10-15 hours per week with at least 5 hours being in the office. You will also need to be able to make a scheduled staff meeting each week and report who you have been in contact with to the executive staff. Along with selling underwriting, you will also be in charge with acquiring giveaways from businesses for promotional events hosted by KSDB.

Reporting Line:

- Reports directly to the Station Manager. Advised by the Program Director and fellow Executive Staff members

Overall responsibilities:

- Oversees the entire underwriting process for KSDB
- Reaches out and inquires to businesses who would like to underwrite
- Brainstorms special, timely promotions to pitch to prospective clients
- Goes to businesses within the area and pitches said promotions (along with the idea of underwriting in general)
- Guides businesses through the process of creating a liner and approving the liner we make by the business owner
- Follows up to businesses in terms of payment and to keep them updated on the possible promotions available while sustaining a professional and productive relationship with the business owners
- Asks local businesses for giveaway items for promotional events

- Conducts one's self to all businesses they work with in a professional manner, regardless of personal issues
- Provides solutions and answers to business owners about underwriting

Weekly Duties:

- Report to the Underwriting Director on statuses of businesses
- Be present at all weekly staff meetings
- Call/email or go into businesses once a week at the least to keep them updated on their underwriting statuses
- Contribute one monthly piece of web content
- Maintain at the very least 5 in-office business hours

Meeting requirements:

- Attends weekly KSDB Executive Staff meetings and weekly KSDB class meetings
- Maintains five (5) in-office hours and is regularly available for discussion with other Executive Staff members (remaining hours can be completed remotely if approved)
- Attends at least one (1) KSDB sponsored event each month and assists fellow Executive Staff members as needed