

MANAGING DIRECTOR OF PARTNERSHIP DEVELOPMENT

MPT Foundation, Inc. is seeking a results-oriented sales professional responsible for the development and performance of all activities designed to solicit financial support for productions. This candidate would work with leadership towards the goal of achieving maximum revenue growth in line with station vision and values. Establishes plans, proposals and strategies to expand client base and directs the development and training of sales and support staff. This interesting position will help us to fund programs and productions that enrich the lives of our diverse communities in Maryland and beyond. This is Maryland-based position.

RESPONSIBILITIES

Strategic Partnership Development:

- Focus extensively on external relationships that result in collaborative partnerships that fund the production of original content.
- Leverage all institution, corporate and foundation relationships to develop business and business case solutions that generate revenues for MPT's Content Division.
- Work closely with the content and development departments to raise revenue to support MPT original productions.

Relationship Management:

- Build and maintain strong relationships with existing and prospective partners, including corporate sponsors, foundation contacts, and community organizations.
- Ensure excellent customer service to MPT constituents (e.g., viewers, contributors, staff, independent producers, corporate supporters, and board members).
- Represent MPT at industry events, conferences, and networking events to promote partnership opportunities and enhance visibility.

Proposal Development:

- Oversee the preparation and submission of proposals to secure production funding and support from existing and prospective clients.
- Partner closely with other departments on extending and tying themes that can be proposed to enhance sponsorship dollars.
- Negotiate and finalize partnership agreements, ensuring mutual benefit and alignment with program objectives.
- Maintain record (via spreadsheet) of proposal submissions, contracts and budget associated with all partnership closings.

Integrated Marketing Development and Strategy Implementation:

- Establish processes for using business canvas and planning for all integrated and non-integrated sponsorship proposals. Support the use of any CRM and database management system in use.
- Develop and manage large production funding engagement campaigns based on category verticals, digital engagement and paid media platforms.

- Monitor, evaluate and report the effectiveness of these programs, making adjustments and recommendations as needed to meet objectives, and continue partnerships with production funders year over year.

Research Development and Management:

- Motivate, supervise, and evaluate the effectiveness of all direct reports; recruit, hire, assign, motivate, appraise, discipline, mentor, and counsel staff.
- Prepare regular updates for senior leadership and production funding partners on campaign metrics and outcomes.
- Stay informed and report out on the latest industry trends, best practices, and emerging opportunities in public media and partnership development.

QUALIFICATIONS

- Bachelor's degree in Business, Marketing, or a related field.
- Candidate must be internal or currently practicing business with Maryland Public Television
- Television broadcast and creative production experience a plus.
- Minimum of 6 years of experience in partnership development, business development, marketing or related roles, with a proven track record of securing and managing high-value partnerships.
- Demonstrated success in developing and executing partnership strategies that drive organizational goals.
- Strong understanding of the public media landscape and the challenges and opportunities within the sector.
- Exceptional communication, negotiation, and interpersonal skills, with the ability to build rapport and maintain productive relationships.
- Proficiency in proposal writing, budget management, and reporting.
- Ability to work independently and as part of a team in a professional environment.
- Passion for public media and commitment to its mission of serving the public.
- Candidate must be present and available on MPT campus and throughout the state of Maryland on a weekly basis

Salary \$78,500.00 plus commission

Please apply by sending resume to AClark@Mpt.org between 12/06/2024 – 12/13/2024

MPT Foundation, Inc. is a not-for-profit corporation affiliated with **Maryland Public Television**. Our mission is to promote and support **MPT** by soliciting, managing and overseeing private and corporate funds that are raised to preserve and expand the services and activities of **Maryland Public Television**.