

Family Life Ministries, Inc.

Public Relations/Regional Underwriting Representative
(Syracuse & Central NY)

Family Life, located in the beautiful Finger Lakes area of New York, has a full-time opportunity for a Public Relations/Region Underwriting Representative. Family Life is in its 62nd year of ministry and includes a regional radio network of more than 60 signals throughout New York and Pennsylvania along with full-time departments in Performing Arts and Biblical Counseling.

We are seeking an outgoing, motivated, energetic, self-starter who will represent Family Life to the general public and churches throughout the listening area. This person will also be responsible for prospecting, cold calling, networking, and building relationships with individuals and organizations in Syracuse and central New York who are interested in program sponsorship and paid promotional campaign opportunities on Family Life.

The individual chosen to fill this position will have the opportunity of working with a talented team of over 50 staff members. An overwhelming sense of God's call to use one's talents and life to advance His work are necessary requirements to fill this position. Family Life considers partnership with local churches and other Christian organizations / ministries a high priority. Integrity, excellence, teamwork, and a passion to serve characterize the ministry of Family Life. Email resume to davemargalotti@fln.org or mail to Family Life: POB 506; Bath, NY 14810.

JOB RESPONSIBILITIES

I Public Relations

A. Church Relations

1. Visit key churches and pastors on a regular basis
2. Attend pastors' meetings/get-togethers
3. Develop personal relationships with pastors
4. Be available for presenting Family Life in local churches
5. Provide churches with Family Life literature and material
6. Seek church support for radio ministry
7. Encourage churches to schedule "Life Moments"

B. Donor/Personal Relations

1. Meet personally with donors to thank them for their contributions
2. Solicit donations from interested individuals regarding special projects
3. Provide Family Life literature for businesses and bookstores

C. Events

1. Assist Director of Events/Activities as needed with events sponsored by Family Life in Syracuse and Central NY as well as throughout our entire listening area
2. Research venues for Family Life events
3. Help schedule volunteers to work at various concerts/events
4. Be on site at different concert venues to help with load-in and load-out when needed
5. Assist with transportation needs for artists
6. Help with Family Life literature and display preparation
7. Promote Family Life events to area churches

II. Business Development (Syracuse & Central NY)

A. Responsibilities

1. Identify and network with businesses and not-for-profit organizations in your assigned region
2. Develop long-term relationships with prospects to form mutually beneficial partnerships.
3. Present opportunities for underwriting and paid promotional campaigns on Family Life to air in either one or multiple regions
4. Submit all necessary paperwork needed to get underwriting and promotional messages on the air
5. Report to the Director of Radio and submit daily call sheets and weekly progress reports
6. Coordinate with the Senior Production Assistant to furnish all necessary information for underwriting and promotional messages and to ensure underwriting messages and promotional spots are completed on time and ready to air
7. Represent Family Life at events in your assigned region
8. Perform other duties and special projects as assigned

B. Qualification Requirements

1. A bachelor's degree from an accredited college, preferably with a focus on Marketing, Advertising, Business, or Communications
2. Exceptional communication and interpersonal skills; meticulous organizational, project management, and time management skills.
3. The temperament and personality to interact with a variety of individuals in a professional, positive, and pleasant manner; ability to exercise independent judgment when appropriate
4. Ability to work well under pressure; self-motivated with a proven ability to solve problems; ability to work under varying degrees of supervision
5. Fully competent in basic computer skills including Microsoft Office and Excel

III. Miscellaneous

- A. Be responsible to both Chief Operating Officer and Director of Radio

- B. This position may require working some nights and weekends, especially when attending Family Life events and other business networking events.
- C. Attend Wednesday All-staff meeting and monthly Regional Underwriting Rep meeting the first Wednesday of each month at our offices in Bath, NY
- D. Be available for all four days of our Spring and Fall Sharathons.