

Fundraising Producer/Editor

Overview:

Under the direction of the Vice President of Membership and On-Air Fundraising, the Producer/Editor will be responsible for implementing the tactics required to meet the fundraising goals of the television fundraising campaigns conducted throughout the year at PBS SoCaL; testing and implementing new online revenue opportunities including on-air promotions/campaigns to increase online revenue year round; providing production, coordination and administrative support during on-air television campaigns; and working collaboratively with the membership staff on various assignments.

Responsibilities:

- Maintain highest standards of production values in TV production.
- Write, produce and edit fundraising spots for television, and assist in supervision of work provided by other producers.
- Assist with the production of television fundraising campaigns including script writing, creation of on-air graphics and video editing, program and other related research, coordination of assignment information for freelance writers and/or producers to execute their tasks.
- Write and Produce national and local pledge event and pledge breaks including hands-on coordination of live studio productions, pre-taped breaks, interstitial spots, live broadcasts, script and premium spot writing, talent performance, final review of scripts and delivery of the final product to the outside client.
- Produce fundraising programs for local and national distribution on PBS SoCaL, and other PBS stations nationwide as needed.
- Coordinate and/or assist with the training and auditioning of TV talent as required; provide leads on prospective hosts to ensure that the station establishes a talent base that reflects the diversity within the PBS SoCaL viewing and listening audience.
- Support online fundraising activities including online fundraising campaigns outside of the on air fundraising campaign schedule; maintenance of the online pledge form and routine updates to the pbssoal.org pledge form with premium images, text, and welcome messages to match specific campaign and station strategies; collaboration and support on developing promotions and spots for the web site.
- Create and maintain production schedules to ensure all deadlines are met, and all elements are delivered to traffic on a timely basis.
- Serve as pledge talent for TV pledge breaks.
- Help at membership special events and concerts.
- Other duties as assigned.

Qualifications:

- Bachelor's degree in TV/Radio Production, Fundraising, Communications, Marketing or equivalent experience required.
- Exceptional scriptwriting experience with ability to write for different audiences required.
- Must have advanced-level knowledge of computer applications, software and website functions. Proficiency in Dreamweaver and Adobe Photoshop and the Microsoft Office suite of products required. Understanding of html code and Web applications required.

- Proficiency with Final Cut Pro editing system and Adobe Photoshop software. (Expert level preferred)
- Frequent night and weekend work is required of approximately 30 days per year. Availability during all scheduled fundraising campaigns throughout the year is required (March, June, August, September and the first half of December).
- Highly organized. Ability to coordinate a variety of tasks, set priorities, and meet deadlines. Must be detailed oriented but able to see the big picture.
- Must take initiative, be creative, use good judgment and common sense and have a strong sense of responsibility.
- Ability to work as a cooperative team member towards a common goal and/or independently as necessary.
- Ability to take multi-faceted creative production projects from start to finish while following outlined strategic goals.

Estimated Time Spent on each Activity

20% - Scriptwriting

30% - Video production and editing

25% - Producing studio shoots and field production

10% - Pledge talent and on-camera hosting

15% - General Membership department support and special events

Please submit resumes to hr@pbssocal.org

PLEASE NO PHONE CALLS.