



Bois Forte Band of Chippewa

5344 Lakeshore Drive ▪ Nett Lake MN, 55772 ▪ 218-757-3261/1-800-221-8129

MARKETING/DEVELOPMENT COORDINATOR

Position Description

Open: September 18, 2024 Closes: October 01, 2024			
Department:	Information Technology	Reports to (title):	Radio Station General Manager
Job Code:	E-12	Job Location:	Bois Forte Tribal Government - Nett Lake, MN
Pay Range:	Min: \$48,275.52 (\$23.21) Mid: \$60,344.40 (\$29.01) Max: \$72,413.28 (\$34.81)	Supervises:	None
Hours/week:	40	Classification:	Exempt
Type of Position:	Full-Time	Effective Date:	09/10/2024
Indian Child Protection Background:	Yes	Revised Date:	09/10/2024
Telework:	Remote 40% after completion of 90-day introductory period		

PERFORMANCE EXPECTATIONS

In performance of their respective tasks and duties all employees of Bois Forte Band of Chippewa are expected to conform to the following:

- Uphold all principles of confidentiality to the fullest extent.
- Adhere to all professional and ethical behavior standards of the tribal government (may also be referred to as “Band”).
- Interact in an honest, trustworthy, and respectful manner with employees, community, visitors, and vendors.
- Comply with Bois Forte Band of Chippewa policies and procedures.
- Maintain a current insurable driver’s license.
- Display respect and understanding of Bois Forte Band of Chippewa traditions and values.

POSITION PURPOSE

The Marketing/Development Coordinator is responsible for developing and implementing fundraising, marketing, sales and event promotional strategies to generate revenue streams in support of Bois Forte Tribal Community Radio and its mission. The incumbent must identify and develop relationships with service area organizations and businesses supportive of KBFT’s mission and programming. This position leads the station’s membership drive planning team.

ESSENTIAL DUTIES, FUNCTIONS, & RESPONSIBILITIES

1. Coordinate KBFT’s overall development strategies to grow revenue in support of its mission.
2. Design and oversee on-air/off-air fundraising campaigns and all other revenue generating efforts
3. Coordinate with General Manager and fund drive planning team to conceptualize themes and identify community partners and their representatives to pitch during campaign drives.
4. Coordinate the advertising/promotion of KBFT events through the use of on-air promotional messages, writing press releases, designing and distributing posters through email listings, social media, media placement and network channels to ensure that the public is aware of any upcoming event well in advance.

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5. Secure premiums and giveaway items for on-air fundraising and onsite event promotion efforts, maintain detailed inventory, and coordinate fulfillment. Log donations and track impact to listenership, event attendance, and vendor fulfillment.
6. Develop and implement strategies to build audience, membership, public image, and community relations. This will include participation in community outreach presentations, community events, program guide, web page development and social media outlets.
7. Design methods for measuring success (metrics) for all events, both qualitatively and quantitatively.
8. Lead and coordinate sales activity; develop and maintain relationships with existing and potential underwriters; recruit, service, and maximize the potential of house accounts; provide up-to-date sales collateral.
9. Create underwriting offers for station events, live broadcasts, and special programming projects; oversee collections and ensure that station's credit policies are enforced; implement appropriate pricing based on market research.
10. Recommend strategies to ensure that sales targets are met.
11. Ensure compliance with all FCC Regulations and applicable laws.
12. Negotiate arrangements with local businesses and underwriters to secure traded or donated goods and services for use as drawings during on-air drives, event functions, and sales.
13. Fulfill event partnership/sponsorship support to maximize revenue opportunities from the business community (in the form of underwriting, business memberships, etc.) is coordinated with other promotional opportunities.
14. Ensure accuracy in data entry for station underwriting messages, schedules, invoices and monthly billing.
15. Manage day-to-day underwriting traffic; maintain the database of account records; enter contracts and schedules underwriting announcements; ensure accurate, legal, and readable copy in air studio; produce and route all necessary documents including contracts, confirmations, acknowledgements, renewal notices, affidavits, etc.
16. Compile and print management reports; tracks contract fulfillment.
17. Propose annual underwriting goals and budget in coordination with General Manager.
18. Track revenue streams and maintain monthly reports and review expectations versus actuals.
19. Maintain office files, databases, rate structures, and inventory availabilities.
20. Maintain accurate, timely records of promotional costs, return on investment, partnership list, membership list, and vendor databases.
21. Record monthly revenue, perform analysis and identify opportunities for growth.
22. Update and maintain mail, email, distribution lists.
23. Provide Underwriters, Sponsors, Partners, Donors with data/metrics and solicit feedback to determine success in meeting their goals.
24. As an employee of the Bois Forte Reservation, will follow the Bois Forte Procurement Policy and any other applicable procurement requirements when obtaining goods and/or services for the Bois Forte Band of Chippewa.
25. Provide assistance on other projects as assigned by the General Manager.

MINIMUM MANDATORY QUALIFICATIONS

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| Experience: | <ul style="list-style-type: none">• Two years of experience in Marketing, Business Development or other relevant field. |
| Education: | <ul style="list-style-type: none">• Associate of Arts Degree in lieu of degree an additional three years of experience in Marketing, Business Development or other relevant field will satisfy the education requirement. |
| License/Certification: | <ul style="list-style-type: none">• Must possess a valid driver's license, be insurable under the Band's RTC Automobile Policy, and be eligible to drive under any other motor vehicle use policies applicable to the position. |
| Mandatory Knowledge, Skills, Abilities and Other Qualifications: | <ul style="list-style-type: none">• Knowledge of financial analysis and budget preparation.• Good writing skills and the ability to prepare news releases for the media, or information leaflets, new forms, etc.• Social media skills.• Ability to develop positive and creative relationships with other community and business groups. |

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- Knowledge of special event planning, fundraising and income generation.
- Working knowledge and skills of various computer programs related to fundraising and traffic.
- Demonstrated knowledge of all standard Microsoft Office applications and office equipment.
- Excellent oral and written communication skills and customer service skills.
- Excellent public relations and organizational skills.
- Able to work independently and establish work priorities.
- Radio station production knowledge is helpful.
- Basic operation of a workstation (turning on/off, knowledge of basic functions and components) and general office equipment Use/storage/maintenance of multiple usernames and passwords. Computer-related problem-solving skills through the use of available training and help desk.
- Knowledge of Microsoft Office Suite (Word, Excel, etc.), internet software and appropriate storage of electronic files.
- Ability to perform other duties as assigned.
- A record of satisfactory performance in all prior and current employment as evidenced by positive employment references from previous and current employers.

PREFERRED QUALIFICATIONS

- On-air and production experience.
- Bachelor's Degree.

WORK ENVIRONMENT

- Work environment: The work environment characteristics described here are representative of those an employee encounters while performing the primary functions of this job. Normal office conditions exist, and the noise level in the work environment can vary from low to moderate. Limited overnight travel may be required from time to time.
- Physical demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the primary functions of this job. While performing the duties of this job, the employee may be required to frequently stand, walk, sit, bend, twist, talk, hear and perform repetitive motions. There may be prolonged periods of sitting, keyboarding, reading, as well as driving or riding in transport vehicles. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include reading, distance, computer, and color vision. Talking and hearing are essential to communicate with the community, visitors, employees, and vendors.
- Mental demands: There are a number of deadlines associated with this position. The employee must be able to handle frequent interruptions and must also multi-task and interact with a wider variety of people on various and, at times, complicated issues.

TRIBAL AND INDIAN PREFERENCE

The Bois Forte Band of Chippewa has implemented a Tribal and Indian Preference in Employment Policy. Pursuant to this Policy, applicants who possess the knowledge, skills, and abilities required by this position, and who are enrolled members of the Bois Forte Band of Chippewa Tribe will be given primary preference in hiring and employment for this position. Members of other

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federally recognized Indian tribes will be given secondary preference for hiring and employment after providing proof of tribal membership. Tribal and Indian preference is integrated into the interview and scoring process for candidates for job positions. .

OTHER

- Confidentiality:** All employees must uphold all principles of confidentiality to the fullest extent. This position may have access to sensitive information and a breach of these principles will be grounds for immediate termination.
- Background Investigation:** This position may be subject to a criminal history background check, a suitability background check and/or a Fair Credit Reporting Act (FCRA) check. In addition, some positions are subject to a 101-630 background check in an effort to ensure compliance with Public Law 101-630 "Indian Child Protection and Family Violence Prevention Act." Candidates must be able to successfully pass all required background checks to qualify for this position.
- Drug Screening:** All applicants must successfully pass a pre-employment drug screening prior to beginning employment and will be subject to random drug testing.

PRE-EMPLOYMENT DRUG TESTING APPLIES. INDIAN PREFERENCE WILL APPLY. UPON PRESENTATION OF DD-214 WHICH REFLECTS HONORABLE DISCHARGE, APPLICANTS WILL RECEIVE VETERAN'S PREFERENCE POINTS. Please visit our website at www.boisforte.com to complete an application. Applications are accepted via: Fax, Email, U.S. Mail, and In Person. Submit applications to: Human Resources Specialist 5344 Lakeshore Drive, Nett Lake, MN 55772, Fax: 218-757-6781, hrgeneralist@boisforte-nsn.gov Applications received after the closing date will not be accepted.