

# Nashville PBS

**POSITION  
TITLE:**

Chief Development Officer

**STATUS:**

Regular, Exempt

**REPORTS TO:**

President & CEO

**SALARY:**

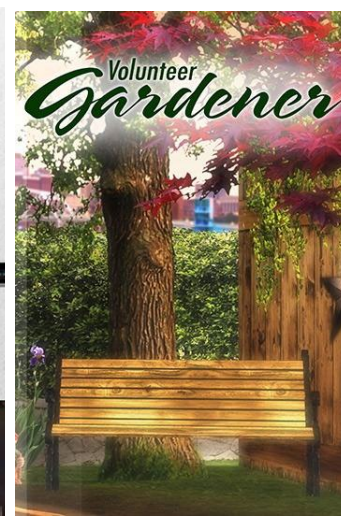
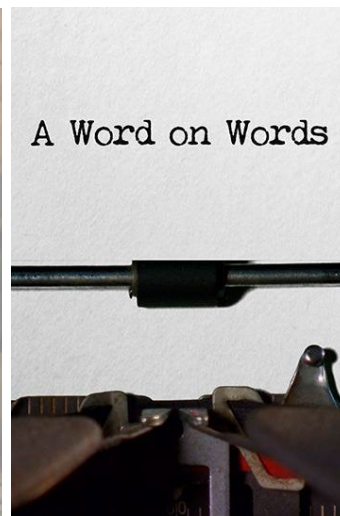
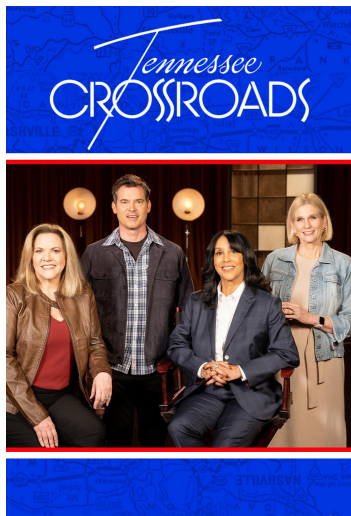
Commensurate with  
Experience

**DEPARTMENT:**

Development

**LOCATION:**

Nashville TN



## MISSION

WNPT connects Nashville and beyond with trusted content that reflects, strengthens, and celebrates our community.

## VISION

WNPT cultivates meaningful connections through experiential engagement and programming that inspires a vibrant, inclusive community.

## VALUES

Community, Integrity, Respect, Creativity, Learning and Equity

## ORGANIZATIONAL OVERVIEW

Nashville's PBS station (WNPT) is available free and over the air to nearly 2.4 million people throughout the Middle Tennessee and southern Kentucky viewing areas. Nashville PBS' broadcast channels are Nashville PBS, PBS Kids, Create, World and The All Arts Channel. Nashville PBS is also available to anyone in the world through its array of digital services, including wnpt.org, pbs.org, Nashville PBS+ App, PBS App, YouTube TV, Hulu TV, Local Now App and Amazon Prime. Nashville PBS provides quality educational, cultural, and civic experiences that address issues and concerns of the people of the Nashville and middle Tennessee, which thereby help improve the lives of those we serve.





## POSITION OVERVIEW

The Chief Development Officer is an in-person role responsible for the successful growth of Nashville PBS. The CDO will create, drive, and implement a comprehensive revenue strategy and plan that supports both immediate and long-term growth. Strong leadership skills are a must as this role will oversee Nashville PBS areas of support including membership and on-air / digital campaigns; major donors; individual donor recruitment; foundation and institutional giving; grant proposals and reporting; corporate sponsorship; special project and content funding; planned giving and events.

This is a critical role in developing new and expanded groups of leadership and legacy givers and grantors based on the organization's needs and desires in serving the community throughout the viewing region by expanding content offerings and strategic education and engagement.

We are seeking a strategic leader with a proven relationship building, analytical and metric-driven approach. The CDO will help build the brand's reputation across the region while creating and recruiting a high-performing team and fostering a collaborative culture.

This position requires strategic fundraising expertise and leadership that will provide entrepreneurial, results-driven strategy and leadership to staff by developing and implementing a program aimed at cultivating deeper relationships with community members, audiences, donors, clients, sponsors, and funders built on the trusted Nashville PBS brand.

Building upon the strategic vision established in its recent multi-year plan, Nashville PBS is executing next-phase initiatives to launch the organization into a dynamic new era of public media. By heavily investing in cross-platform digital distribution & marketing, local content innovation, and an expanded regional footprint, the station has unified its operational goals. To sustain this momentum, the CDO will lead the funding strategy and create a highly diversified revenue budget to successfully operationalize and anchor Nashville PBS's bold strategic direction.

This position will work in close collaboration with the President and Chief Executive Officer and serve as a critical executive level contributor to the organization's Senior Leadership Team as well as a liaison to our Board, Executive Committee, Development Committee, Community Stakeholders and Independent Development and Marketing Contractors.

## **KEY RESPONSIBILITIES**

### **STRATEGIC LEADERSHIP:**

- Provide leadership and strategy in all aspects of Nashville PBS Development activities.
- Success in constructing, articulating, and implementing strategic Development plans and metrics.
- Specifically responsible for delivering and growing the current portfolio of Institutional and Foundation Giving, Project Funding, and Major Gifts.
- Coordinate prospect plans with President / CEO and key Development team members.
- Recruit, train, supervise and reward Development staff within company SOPs.
- Integrate and articulate a comprehensive Development strategy, including all areas of support, that meets the goals of the Nashville PBS Strategic Plan, working collaboratively with the CEO and Leadership Team to develop annual revenue goals and assure targets are met for capital and operational budgets with monthly dashboards and quarterly Board reports.
- Assist the CEO in the creation and execution of capital campaigns as needed.
- Assist the CEO in defining the fund development roles of the Nashville PBS Board of Directors and Advisory Boards.
- Serve in support with the President / CEO to the Nashville PBS Board Committees and Advisory Boards.

### **HIGH-LEVEL OVERSITE OF VENDORS AND COMMUNITY PARTNERSHIPS:**

- Work with the President / CEO to forge strategic community partnerships and support services.
- Oversee and manage key external partnerships and vendors critical to the organization's revenue success.
- Create and sustain Vendor & Independent Contractor accountability for performance standards in alignment with organizational goals.
- Develop and maintain relationships with business and community leaders.
- Develop and maintain relationships with volunteers.
- Develop and maintain relationships with other fundraising colleagues in the community and the Public Broadcasting System.
- Work with the President / CEO to forge strategic community partnerships and support services.
- Represent Nashville PBS in the community, the viewing region and within the public media landscape.



## **TEAM BUILDING AND CROSS-DEPARTMENTAL COLLABORATION:**

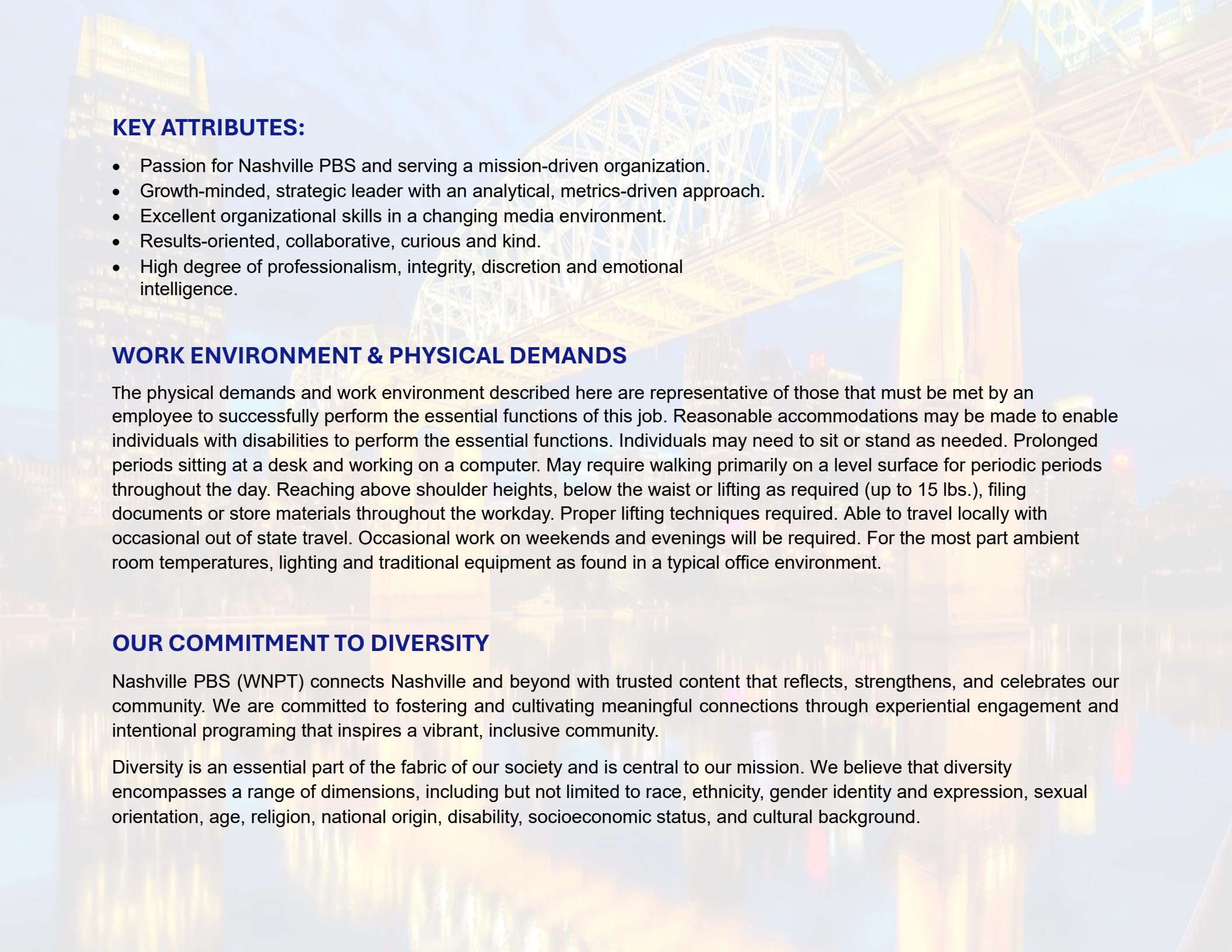
- Serve as a strategic partner to the CEO and Leadership Team to identify new sources of revenue to develop new products, services and events that deliver strong net returns, serve our mission and enhance our brand.
- Provide strategic fundraising expertise and leadership by serving as a collaborative in-house resource on nonprofit fund development, marketing and communication best practices, emerging revenue trends, and opportunities for growth.
- Work with the CEO and the Senior Team to provide leadership and collaborative support to all Nashville PBS staff.
- Collaborate with other team members to foster a positive and productive culture and contribute toward the overall growth of Nashville PBS, within our mission, vision and values.
- Serve as lead ambassador for all Nashville PBS events to include; fundraisers, pledge, live tapings, and ticketed events. Serving as the chief public and donor-facing representative across all station initiatives.
- Participate in and support station events beyond the Development team, including but not limited to live productions, content screenings, marketing / brand, education and engagement activities hosted at Nashville PBS.
- Communicate as well as create a sense of shared mission and purpose across departments, ensuring alignment with organizational goals and community impact to create a cohesive approach to revenue generation and to achieve revenue goals.
- Foster a workplace culture that makes Nashville PBS a truly great place to work.
- Other duties as assigned.

## **REQUIRED SKILLS & ABILITIES:**

- Experience building community partnerships required.
- Experience working with Non-Profit boards required.
- Significant experience in soliciting and closing major gifts of \$25,000 and above required.
- Grant writing / project funding proposals and reporting preferred.
- Familiarity with Planned Giving and Digital Fundraising a plus.
- Thorough working knowledge of fund development software required; experience with CDP/MSB a plus.

## **EDUCATION & EXPERIENCE:**

- Bachelor's degree or equivalent in management, business or a related field required; Advanced degree or certifications preferred.
  - 10+ years of experience preferred in one or more areas: Development, Non-Profit/Public Broadcasting Fundraising, Marketing and Digital Fundraising, Direct Marketing, Business Development and Project Fundraising.
  - Proven track record in leading a team and successful revenue generation required; 5+ years of supervisory experience preferred.
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## **KEY ATTRIBUTES:**

- Passion for Nashville PBS and serving a mission-driven organization.
- Growth-minded, strategic leader with an analytical, metrics-driven approach.
- Excellent organizational skills in a changing media environment.
- Results-oriented, collaborative, curious and kind.
- High degree of professionalism, integrity, discretion and emotional intelligence.

## **WORK ENVIRONMENT & PHYSICAL DEMANDS**

The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Individuals may need to sit or stand as needed. Prolonged periods sitting at a desk and working on a computer. May require walking primarily on a level surface for periodic periods throughout the day. Reaching above shoulder heights, below the waist or lifting as required (up to 15 lbs.), filing documents or store materials throughout the workday. Proper lifting techniques required. Able to travel locally with occasional out of state travel. Occasional work on weekends and evenings will be required. For the most part ambient room temperatures, lighting and traditional equipment as found in a typical office environment.

## **OUR COMMITMENT TO DIVERSITY**

Nashville PBS (WNPT) connects Nashville and beyond with trusted content that reflects, strengthens, and celebrates our community. We are committed to fostering and cultivating meaningful connections through experiential engagement and intentional programming that inspires a vibrant, inclusive community.

Diversity is an essential part of the fabric of our society and is central to our mission. We believe that diversity encompasses a range of dimensions, including but not limited to race, ethnicity, gender identity and expression, sexual orientation, age, religion, national origin, disability, socioeconomic status, and cultural background.



## OUR COMMITMENT TO DIVERSITY CONT.

As an organization, Nashville PBS provides a safe, respectful, and inclusive environment where everyone is treated with dignity and respect. We are committed to creating a welcoming and accessible environment that values every individual. We aim to eliminate systemic barriers with our unwavering commitment to prioritize equity, creating a fair and just world for all.

We recognize that systemic biases and structural inequalities exist in society, and we are committed to challenging and dismantling them wherever we encounter them. We believe that our differences make us stronger and that we can learn from each other and grow as individuals and as a community.

We thrive on innovation and work collaboratively to push the boundaries of what is possible. We believe that diverse perspectives and experiences are essential for creativity, and we strive to create opportunities for all members of our region to be heard and to contribute.

We are dedicated to ensuring that all members of our region have equal access to opportunities, resources, and support. We are committed to promoting diversity and inclusivity in all aspects of our operations, from recruitment and hiring, holding ourselves to the highest ethical standards, consistently striving for accuracy and fairness in our programming to events. We are committed to continuously improving our work and services, driven by our passion for growth and development.

At Nashville PBS, we embrace diversity as an essential element of our community and staff and are committed to creating a welcoming and inclusive environment for all.

To view the successes of Nashville PBS' FY24-FY26 Strategic Plan: <https://nashvillepbs.github.io/strategicplan-2426/>

To apply, please submit a cover letter and resume to Human Resources, Attn: HR, Nashville PBS, 161 Rains Avenue, Nashville, TN 37203 or email to [mblair@wnpt.org](mailto:mblair@wnpt.org). Position will be open until filled.

Nashville PBS is an Equal Opportunity Employer. Please visit our website for more information at <https://www.wnpt.org/>.



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Android

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Samsung Smart TV

Web video portal

We ❤️ being your Nashville PBS.



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