



CHILDREN'S SERVICES MANAGER
Position Description and Performance Expectations

Effective Date: September 2019
Department: Development
Classification: Full-time/Hourly
Responsible to: Chief Development Officer

The position summary describes current duties and responsibilities for which the employee will be held accountable and evaluated upon. The bulleted items represent some, but not all, of the performance measures, which may be used in evaluating performance. Job duties and responsibilities below may change from time to time, at the sole discretion of the organization, as other needs may arise.

Job Description

This full-time, salaried position reports to the Chief Development Officer and will be the lead staff member in maintaining and expanding the Family Circle membership program and other Children's Services activities. Duties will include, but not be limited to, at minimum, meeting new member goals, conceptualizing and facilitating monthly events, meeting budgeted revenue goals and maintaining sponsorship funding for the program. The successful candidate will be responsible for creating family engagement and educational opportunities and developing community partnerships that align with the core pillars of ValleyPBS and the award-winning Children's Programming on PBS Kids. He or she will manage existing ValleyPBS Children's Events, create new projects, facilitate raising long-term membership numbers, particularly through Sustaining Circle, develop educational opportunities across the ValleyPBS footprint - from Bakersfield to Merced - as well as undertake other projects designed to meet the overall budgetary and mission-based goals of ValleyPBS as determined by the Board of Directors and the Management Team.

Essential Functions

- Plan and coordinate Family Circle Member events each month (one per month).
- Help establish Family Circle program in North and South Valley
- Coordinate other family/child friendly events such as Dog Days of Summer, Engineer it, Girl and ValleyPBS KidsNite at Fresno Chaffee Zoo.
- Build relationships with potential Family Circle members and engage current donor file through online, on-air, and in-person communications.
- Secure partnerships and grants for support of Family Circle and other Children's Services activities.
- Provide excellent customer service to community partners, Family Circle Members, and the general public with phone, letter, and email responses to questions and concerns.
- Facilitate and assist in all marketing efforts for Children's Services.
- Meet budget goals through membership sales, grant acquisition and sponsorship sales.
- Assist with the implementation of station events.

- Work with PBS Kids Marketing and Communications team from PBS national to understand and support goals for PBS Kids.
- Track Family Circle memberships month to month
- Use discretion in handling sensitive and confidential information.
- Work as a part of the station's development team and other departments to accomplish the station's mission.
- Conduct daily business and represent the station with a professional manner at all times.
- Other projects, as assigned.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The preferred applicant should be an experienced fundraiser with a degree or experience in Childhood Development and knowledgeable or training in agriculture, music and/or the arts.
- Verifiable experience working in of successfully working with children and/or in special events and/or membership services.
- Must be able to work some evenings and weekends as events are held when parents can attend with children.
- Love of and skill in working with families with young children.
- Be able to demonstrate past success in fundraising.
- Excellent written and verbal communication skills a must.
- Exceptional interpersonal skills a must.
- Excellent phone skills and etiquette.
- Ability to work autonomously in a fast-paced environment.
- Ability to set and meet goals, problem-solve, and follow through on multiple, simultaneous assignments.
- Must be very detail-oriented and organized.
- Strong knowledge of Microsoft Office Suite (Word, Excel, Outlook) and comfort with learning new software and systems.
- Knowledge of the Adobe Suite preferred.
- Ability to interface effectively and positively with all levels of the organization.
- Excellent attendance, punctuality and dependability.
- Bilingual and bi-literate in English/Spanish preferred.
- Must be able to lift 50 pounds without assistance.

Certificates, Licenses, Registrations

- Must have valid CA driver's license, clean DMV record, and pass a background check.

Application Materials: Applications will be accepted and reviewed until the position is filled. Please include:

1. A completed ValleyPBS application form, which can be found at valleypbs.org.
2. Resume with current and verifiable references.

3. Cover letter detailing why you would be an excellent applicant for this position at ValleyPBS. Please know this will be considered as an indication of your writing skills.
4. A detailed plan for a unique Family Circle event.

Qualified applicants are encouraged to send application materials to:

Elizabeth Laval
elaval@valleypbs.org