JOB DESCRIPTION

**Job Title:** Business Development Director

**Job Type:** Full Time

**Status:** Exempt

**Location:** Vancouver, WA

**Reports to:** Western Regional Director of Business Development

**Summary of Position:**

The Business Development Director position exists to influence this generation to love and follow Jesus through culturally relevant media.

**Character and Spiritual Qualifications:**

* Is a born-again believer of Jesus Christ and maintains faithful fellowship with other believers (Hebrews 10:25). Acts as an extension of the ministry of WayFM using established cultural values as a guide and displays integrity in professional and personal life in accordance with Biblical standards and moral boundaries policy of WayFM. Has a heart for service, exhibits a teachable spirit, a high level of energy, self-motivation and enthusiasm and demonstrates character as exemplified by the Fruit of the Spirit.
* The successful team member will also understand, embrace, and consistently exhibit the Five Core Virtues of the ministry. The Core Virtues are: “Bleeds the Mission”, “Positive and Fun”, “Problem Solver”, “Proactive Diligence”, and “Can-do Attitude”.

**Knowledge and Experience Qualifications** (work experience, technical skills, degrees, certifications)**:**

**Required:**

* 2+ years of previous sales / prospecting experience.
* Ability to prospect and grow new revenue streams for both digital marketing and on-air radio
* Conduct a thorough Customer Needs Analysis (CNA), develop marketing plans, present, and close new Business Impact Partners
* Ability to develop and sell sponsorship opportunities for all WayNation properties including concerts
* Create new relationships with local SMBs
* Excellent communication, people, and verbal skills
* A goal-oriented approach to success
* Must be proficient in prospecting high potential accounts, set appointments with key decision makers and have the ability to set and manage multiple appointments per week with qualified prospects (number to be determined by manager)
* Accurately project revenues and exceed multiple revenue goals on a monthly, quarterly, and annual basis

**Preferred:**

* Experience selling digital and radio
* Knowledge of digital products and applications such as Search Engine Marketing, Retargeting, Search Engine Optimization, Social Media Management and Marketing, Targeted Display, Website Development, and other products.

**Additional Skills, Abilities and Special Gifts/Talents:**

* Goal focused, a strong work ethic and desire to learn new skills and grow
* Ability to engage clients quickly and develop long term relationships with new and existing clients

**Essential Duties and Responsibilities:**

* Consistent witness for Jesus Christ; maintaining a courteous, Christ-like attitude in dealing with people within and outside of WayFM. Good fit with all teams within the ministry. Upholds WayFM’s ministry in prayer. Adheres to WayFM’s Standards of Conduct / Moral Boundaries and Statement of Faith. Demonstrates behaviors aligned with WayFM’s core values.
* Meets or exceeds expectations by exhibiting qualities consistent with the Five Core Virtues of the ministry.

**Other Duties and Responsibilities:**

* Input client data, deals, goals, and forecasts in current CRM software
* Input orders and pull reports from traffic system
* Follow accountabilities set forth by sales and station management

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| **Physical Demands/Working Conditions:** | **Continuously**  (67% - 100%) | **Frequently**  (34% - 66%) | **Occasionally**  (1% - 33%) |
| Working in usual office environment | X |  |  |
| Focusing on computer screen for extended periods of time | X |  |  |
| Keyboarding for extended periods of time | X |  |  |
| Using a mouse for extended periods of time | X |  |  |
| Communicating clearly (speak) in English | X |  |  |
| Reading and following written directions | X |  |  |
| Hearing | X |  |  |
| Seeing | X |  |  |
| Driving for work | X |  |  |
| Driving at night or in poor weather conditions |  |  | X |
| Using hands/fingers to handle, feel or write with clarity | X |  |  |
| Sitting for extended periods of time | X |  |  |
| Standing for extended periods of time |  |  | X |
| Lifting – up to 40 lbs. |  |  | X |
| Carrying – up to 40 lbs. |  |  | X |
| Pulling |  |  | X |
| Pushing |  |  | X |
| Walking | X |  |  |
| Walking on uneven ground |  |  | X |
| Reaching |  |  | X |
| Reaching Overhead |  |  | X |
| Stooping, Kneeling, Crouching or Crawling |  |  | X |
| Climbing ladders/stairs–balancing to work at heights |  |  | X |
| Exposure to outdoor conditions |  | X |  |
| Working overtime hours as required |  |  | X |
| Working in confined places |  |  | X |
| Being exposed to excessive noise |  |  | X |
| Traveling locally (away from primary work location) |  |  | X |
| Traveling overnight (annually) |  |  | X |
| Traveling internationally |  |  |  |
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All employees of WAY Media are “at will”. As an at-will employee, employees are free to resign their employment at any time, with or without cause or notice. WAY Media may also terminate the employee’s employment at any time, with or without cause or notice. The ministry reserves the right to change employee hours, duties, or supervisor as it deems necessary. This position description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities that may be required of the employee and may be modified by the employer at any time. The description also does not constitute an implied or express contract of employment.

**Employee Name**: **Employee Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date:**

**Supervisor Name**: Michael Tedesco **Supervisor Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date:**

**Date Created/Updated:** 11.09.21

WAY Media is a religious organization and integrates its Christian faith and convictions into every aspect of its operations, including employment. WAY Media makes employment-related decisions based on a person’s religious beliefs, spiritual maturity, conduct/lifestyle and its consistency with Scripture, Christian values, and other standards of conduct as determined by WAY Media.