



Television Bureau of Advertising Position Description

Contact: Send resume and cover letter to abby@tvb.org

Position Title: Manager, Program Development

Reports to: Chief Communications Officer

Location: Flexible; periodic travel to NY office and offsite meetings required

Salary range: \$65K - \$85K

Responsibilities: Work with Advocacy, Business Development and Website teams to develop media sales training programs, website and conference content.

- Update current, curate and create new sales training content
- Develop student resources to support college outreach
- Propose website design and features to support training initiatives
- Help create conference themes and content
- Manage sales conference speakers
- Work with production team on virtual conference platform enhancements
- Collaborate to promote new programs to TVB members
- Monitor related analytics

Skills: Proactive, self-starter who will contribute ideas and take ownership of assigned projects. Local media sales experience preferred. This position requires a highly organized, detail-oriented and communicative team player. Strong writing, communications skills and Microsoft Office knowledge required. Experience in event planning and WordPress a plus.

Physical Requirements and Work Environment:

- This position requires extensive use of a PC

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