

# **Television Bureau of Advertising**

## **Job Description**

**Position Title:** SVP, Strategic Communications & Category Development

**Reports to:** President & CEO

### **Purpose of Position:**

Collaborate with TVB leadership and develop strategic messaging to promote industry awareness, and advocate for local broadcast television as the best medium for advertising dollars.

### **Responsibilities:**

1. Create advocacy initiatives demonstrating and positioning the benefits of local broadcast TV advertising.
2. Lead TVB's external communication strategy including Social Media, newsletters, NewsMinute, op-eds/blogs, speaking opportunities.
3. Design TVB's member content strategy including: TVB.org, TVB webinars and other platforms.
4. Plan and execute the TVB Forward Conference: live Executive Summit and virtual Sales Conference (or successor events).
5. Drive increased awareness/usage of local broadcast television with key advertising categories.
6. Lead the TVB NEXT Women program and DEI Task Force.
7. Work closely with outside public relations firm(s) to ensure outstanding press coverage, industry awareness and PR for the local broadcast TV industry.
8. Work with the Business Development team on the promotion and engagement of TVBU and other training programs.
9. Manage industry partnerships, including ANA, 4A's, Ad Council/Project Roadblock, TIP, and IRTS.
10. Manage advocacy/communications team.
11. Other duties as assigned by the CEO & President.

### **Qualifications:**

- At least 10-15 years of local broadcast or agency experience.
- In-depth knowledge of local broadcast TV, agency and advertiser needs
- Experience with trade press.
- Event planning experience.
- Bachelor's degree in Marketing/Communications preferred.

- Proven ability to manage multiple tasks in a timely and accurate fashion.
- Proven staff management skills.
- Strong computer software skills (PowerPoint, Excel, Word).
- Excellent written, oral communication, and presentation skills required.
- Ability to read, write and speak English.

**Salary range:** \$225,000-\$300,000

The base salary range represents the anticipated base salary range for this position. Actual base salaries may vary depending on factors such as location and experience. The range listed reflects base salary only, and the total compensation package may include other components such as incentive compensation.

**Physical Demands:**

This position will require walking, talking, hearing, seeing, lifting, carrying, bending, stooping, reaching and the mobility to move throughout the building. This position also requires good motor coordination, manual dexterity and interpersonal communication skills such as writing memoranda and letters, telephone communications, public speaking and participation in meetings/group discussions. Interstate travel via public transportation is required. Use of a PC is required.

**Working Conditions:**

This position may not always have privacy or a quiet place to work. Sitting for long periods of time and extensive travel by car, plane or train to outside business functions will also be required.

The above description does not necessarily include all the essential functions or occasional work assignments of this position. This position description is subject to periodic review and change.

**To Apply:**

Email resume and cover letter to Chris Carr, [chris@tvb.org](mailto:chris@tvb.org)

Applications due by **Wednesday October 2<sup>nd</sup>, 2024**

Last revision date: September 16<sup>th</sup>, 2024