

# ASPEN • LEADERSHIP • GROUP

## SENIOR DIRECTOR OF DEVELOPMENT

WAMU 88.5

Washington, DC

<http://wamu.org>



The Aspen Leadership Group is proud to partner with WAMU in the search for a Senior Director of Development. The Senior Director of Development will play a senior leadership role as WAMU implements a new, exciting, and transformational five-year strategic plan.

The Senior Director of Development will design, build, and execute a strategic development program focused on major individual and institutional gifts that will include an expanded focus on major gifts from individuals, ranging from significant annual gifts for operations and programs, to capital and planned gifts.

WAMU 88.5 is the leading public radio station for NPR news and information in the greater Washington DC area. It is member-supported, professionally-staffed, and licensed to American University. WAMU is also the #2 ranked overall radio station in the DC area—a rare distinction for a public radio station in a major metropolitan market. It is ranked #1 overall among college-educated adults. Since 1961, WAMU 88.5 has provided programming to an audience that now totals 793,000 listeners on-air and online. WAMU is also ranked among the top public radio stations nationally, in number of listeners and share of listening.

The station's 24-hour format blends a unique mixture of news, public affairs talk programming, and traditional American music. Home to a team of award-winning local reporters and acclaimed talk radio hosts, such as Diane Rehm and Kojo Nnamdi, WAMU 88.5 offers comprehensive coverage of local, national, and international events. During the week, WAMU 88.5 focuses on news and information with *The Diane Rehm Show*, *The Kojo Nnamdi Show*, and programming from NPR, PRI, APM, and the BBC. Weekends offer listeners a variety of news, entertainment, and traditional American music with internationally recognized hosts Rob Bamberger and Ed Walker.

Deeply committed to the DC metro area, WAMU 88.5 produces regular and special programming that reflects the unique environment of the DC Metro area. Every week, *Metro Connection* celebrates the diversity of the local area with unique features and interviews. The WAMU Community Council, a citizens' advisory panel, sponsors forums to find ways that radio can shed light on difficult problems and complicated issues.

## **REPORTING RELATIONSHIPS**

The Senior Director of Development will report to the General Manager. Reporting to this position are four major gifts officers and one foundation relations officer. The Senior Director of Development will have an opportunity to reshape and build the development program as the new strategic plan is implemented.

## **PRIMARY RESPONSIBILITIES**

### **Strategic Planning**

The Senior Director of Development will

- develop fundraising plans that advance WAMU's strategic plan;
- design, build, and orchestrate all facets of WAMU's individual giving and foundation funding program;
- plan and execute a multi-year fundraising campaign, including developing mechanisms and targets for successful campaign results;
- produce annual and periodic written plans for major gifts initiatives;
- design broad best practice as well as prospect-specific fundraising strategies; and
- build planned giving functions into strategic efforts.

### **Fundraising**

The Senior Director of Development will

- thoroughly understand WAMU mission and policies, culture, values, history, key stakeholders, programs, and finances;
- lead efforts to raise annual and capital campaign goals from individuals for WAMU's operations, programs, and endowment;
- develop and maintain a portfolio of active, high-potential individual prospects;
- lead deployment of General Manager, major gifts officers, and outside support group in solicitation of major gifts;
- identify opportunities to engage and solicit high-potential individual prospects for five to seven-figure gifts;
- lead the development and execution of cultivation, solicitation, and stewardship strategies for new and existing major donors; and
- determine gift level opportunities for major annual, multi-year and planned gifts.

### **Management**

The Senior Director of Development will

- oversee all Development staff;
- work closely with the WAMU director of membership on moves management of major-gift prospects;
- work closely with relevant WAMU personnel including station content and administrative/financial staff;

- collaborate with the American University Office of the Vice President of Development and Alumni Relations and university legal and financial staff as needed; and
- collaborate with the NPR development team to enhance mutually beneficially donor opportunities for gifts of at least \$100,000.

### Event Management

The Senior Director of Development will

- design and oversee donor cultivation events.

## KEY COLLEAGUES



**J.J. Yore**

### General Manager

J.J. Yore has served as WAMU's general manager since 2014. A collaborative leader with a rare capacity to innovate, grow, and manage major enterprises, J.J. joins WAMU with extensive public radio experience.

As developer of the *Marketplace* public radio programs, J.J. inspired teams of journalists to deliver complex business and economics information in a uniquely accessible yet intelligent way. The result was a series of programs that have been influential across the media industry and beloved by millions. His editorial leadership also earned *Marketplace* the highest accolades in media, including the DuPont-Columbia and Peabody awards.

J.J.'s entrepreneurial spirit was the primary catalyst for *Marketplace*'s growth from a single half-hour program with 600,000 listeners to a major news brand staffed by more than 60 journalists delivering multiple programs and digital news content to an audience of more than 10 million. J.J. also led *Marketplace*'s digital transformation. His "audio everywhere" digital distribution strategy increased *Marketplace*'s monthly audio downloads from zero to more than 10 million.

As general manager, J.J. focused on the \$18 million business of *Marketplace*. He supported development of an internal sales team that grew annual underwriting revenue from \$2 to \$10 million. As *Marketplace*'s lead representative to philanthropies, J.J. delivered \$13 million for major coverage initiatives, including its Sustainability and Wealth & Poverty desks. J.J. also led a rebranding effort designed to strengthen *Marketplace*'s identity for the digital age.

From its earliest days, J.J. brought his international background and perspective to *Marketplace*. He was the primary catalyst for opening *Marketplace*'s first foreign bureau in London. During the 1990s, he was deeply involved in coverage from Japan and spent several months there on a fellowship. He launched *Marketplace*'s China bureau, and initiated multi-week broadcasts of *Marketplace* from China and the Middle East. One of J.J.'s most significant roles at *Marketplace* was to identify, recruit and develop talent. He hired numerous journalists who have become well-known in public radio and beyond, including Kai Ryssdal, David Brancaccio, and Jeremy Hobson, among others.

In addition to his stewardship of *Marketplace*, J.J. created and developed the highly regarded public radio show *The Savvy Traveler*, hosted by Rudy Maxa and later Diana Nyad, which had a weekly audience of more than 750,000.

J.J. has local connections to the Washington, DC region. He grew up in Northern Virginia and is a graduate of Gonzaga College High School in Northwest Washington, DC. He began his career with local media outlets The Washington Weekly and Current. J.J. holds a B.A. in international political economy from Fordham University and an M.S. from the Columbia University Graduate School of Journalism.



**Carey Needham**  
**Senior Director of Business Operations**

Carey Needham began his career with WAMU 88.5 in September 2002. He supervises a staff of three business managers. Carey's management duties include budget/financial oversight, human resources, payroll, facilities, studio rentals, CPB & FCC compliance, annual financial audit, and sub-carrier clients.

Prior to joining WAMU 88.5, Carey was a senior budget officer with the American University (AU) Budget Office for five years. While with the budget office, Carey worked closely with several AU academic and administrative units, including WAMU 88.5.

Carey moved to Washington, DC, in 1990 to pursue a career with the Agency for International Development (USAID). Carey worked with USAID as a contractor for nearly seven years, managing participant training programs for developing world entrepreneurs. He facilitated training throughout the United States, Eastern Europe, and Central Asia.

Carey holds a B.A. in foreign service and international relations from Penn State University and an MBA from American University.



**Andi McDaniel**  
**Senior Director of Content and News**

Andi McDaniel oversees the station's news, talk show, and digital teams. Her duties include defining the sound and style of WAMU's broadcast and digital products, spearheading new content, and building partnerships with local and national news organizations.

A graduate of the UC Berkeley Graduate School of Journalism and an experienced journalist and storyteller, Andi's background spans traditional and emerging media. Most recently, she served as Director of Content Strategy and Innovation for Twin Cities PBS, where she led the creation of Rewire, a cross-platform unit focused on bringing public television to life for digitally native audiences through digital video, live events and interactive broadcast experiences.



**Kathleen Allenbaugh**  
**Director of Marketing and Communications**

Kathleen Allenbaugh is responsible for Marketing & Communications, and Digital Media.

She brings over 20 years of experience in marketing and communications in a nonprofit environment. Kathleen's expertise includes brand management, new product development, marketing campaigns, media and crisis communications, digital and social media, and special events planning. Her work has won regional and national awards.

Kathleen has led multi-disciplinary teams to examine communication styles, habits, and gaps, creating plans to improve communications. Recent accomplishments include development and implementation of a comprehensive communication platform for a staff of 5,000, a multi-year service-line marketing campaign, planning and supervising implementation of several service line websites, direct mail campaigns that have garnered favorable ROI, and planning large-scale fundraising events. She has experience with regional and national crisis communications.

A native of Alexandria, Virginia, Kathleen is happy to be back home. She holds a Bachelor of Liberal Studies in English and Creative Writing from the University of Mary Washington, and a Master of Arts in Public Relations from Kent State University. She is a member of the Public Relations Society of America and volunteer organizations in Southwest DC.

### **CANDIDATE QUALIFICATIONS AND QUALITIES**

The ideal candidate for the position of Senior Director of Development will have

- a proven track record of successful fundraising with high-net-worth individuals and families;
- demonstrated success closing major gifts;
- experience developing and leading fundraising campaigns;
- flexibility and experience in building a solid major gifts program and proven ability to effectively build and inspire a team, handling both strategic and day-to-day functions;
- excellent writing and public speaking skills, familiarity with technical applications of all types;
- strong facilitation and coordination skills with outstanding leadership abilities and interpersonal skills;
- credibility, good judgment, integrity, and trust and an ability to motivate others in a similar vein;
- adeptness at planning, prioritizing, organizing, and following through;
- excellent written and verbal communications skills;
- an ability to initiate, analyze, monitor, evaluate, and advance strategic development plans;
- outstanding management skills with a demonstrated commitment to working with and motivating a diverse range of people;

- an ability to skillfully coordinate fundraising activities in a team setting working with the General Manager, Senior Director of Content, AU advancement leader, and staff in an emotionally mature manner and with a sense of humor;
- decisiveness and a resourceful nature with the ability to anticipate and act on events and opportunities in an appropriate manner; and
- passion for public media as well as knowledge of public media and/or the Washington, DC philanthropic community.

A Bachelor's degree is required for this position and an advanced degree is preferred. The ideal candidate will have fifteen or more years of related experience.

### **SALARY & BENEFITS**

WAMU 88.5 offers an excellent and competitive benefits and compensation package.

### **LOCATION**

This position is located in Washington, DC.

### **APPLICATION DEADLINE**

Before sending your résumé for this position, please read it over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit: <http://opportunities.aspenleadershipgroup.com>.

*All inquiries will be held in confidence.*