

VP Advancement

Are you a visionary leader in nonprofit development with a strong background in corporate fundraising, strategic partnerships, and donor engagement? Do you thrive on building brand presence and driving impactful campaigns? PCN, a nonprofit cable television network and streaming service, is looking for a Vice President of Advancement to lead all aspects of development, marketing, branding, and strategic partnerships.

Our programming, focused on Politics and Policy, History and Culture, and Pennsylvania Sports, reaches audiences across Pennsylvania and beyond. Through cable and digital platforms, PCN's mission is to educate, connect, and celebrate Pennsylvania's past, present, and future.

This is a key executive leadership position responsible for overseeing our Development and Marketing teams and implementing high-level strategies to drive awareness, expand donor networks, and secure major gifts and foundation support.

Job Summary:

As the **VP of Advancement**, you will guide and execute a comprehensive advancement strategy to increase PCN's visibility and revenue. You'll work directly with senior leadership and board members to cultivate major donors, secure corporate and foundation partnerships, and lead brand-building initiatives. You will also oversee donor stewardship, grant management, and team development—ensuring a unified, mission-aligned approach to fundraising and outreach.

Key Responsibilities

- Provide visionary leadership to the Development and Marketing teams, fostering a collaborative and results-driven culture aligned with the organization's mission and strategic priorities.
- Design and execute integrated fundraising strategies that drive revenue growth across corporate sponsorships, major gifts, individual giving, and foundation support.
- Cultivate and steward meaningful donor relationships by developing customized engagement and stewardship plans to enhance long-term donor loyalty and satisfaction.
- Manage and expand a portfolio of major donors, corporate partners, and philanthropic foundations to increase overall funding and brand alignment opportunities.

- Lead grant development efforts, including writing compelling proposals, overseeing submission processes, and ensuring accurate, timely reporting.
- Align marketing, communications, and fundraising efforts to strengthen brand awareness, maximize audience engagement, and support sponsorship sales across television and digital platforms.
- Develop and implement content and partnership strategies that drive value for sponsors and supporters, including the creation of sponsored content and integrated campaigns.
- Oversee donor CRM systems and ensure the accuracy of donor data, performance metrics, and campaign ROI tracking to inform strategic decision-making.
- Represent the organization at key events, conferences, speaking engagements, and donor meetings throughout Pennsylvania and beyond.
- Support team success through clear goal-setting, regular coaching, and performance management, while promoting accountability and professional growth.
- Maintain schedule flexibility to accommodate evening and weekend events, as well as regional travel for donor cultivation and engagement.

Qualifications:

- Bachelor's degree in Business Administration, Nonprofit Leadership, Communications, or related field.
- 10+ years of nonprofit fundraising experience, including success with major gifts, corporate sponsorships, and foundation grants.
- Minimum 5 years in a leadership role, with experience supervising teams and managing cross-departmental initiatives.
- Proven success developing and executing fundraising campaigns and donor engagement strategies.
- Exceptional skills in strategic planning, project management, written communication, and public speaking.
- Proficiency in donor CRM systems and data-driven fundraising tactics.
- Self-motivated, detail-oriented, and results-driven with a passion for mission-centered work.

Salary - \$100,000 - \$125,000

Why Join Us?

At PCN, you'll be part of a creative, collaborative, and forward-thinking team that's reshaping how Pennsylvanians engage with politics, history, and sports. You'll have the

opportunity to drive innovation, grow community support, and tell stories that matter through every screen in the state.

To Apply:

Email your resume to: jesselder@pcntv.com