

## **THE UNIVERSITY OF WYOMING JOB DESCRIPTION**

This is a description of a staff position at the University of Wyoming not a job opening announcement. Look for current job openings at the following link: [UW Human Resources](#).

*The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.*

**Title: WPM CORPORATE DEVELOPMENT MANAGER**

**Reports To:** Designated Supervisor

**UW Job Code:** 3583

**UW Job Family:** 3D - Media/Communication/Art

**SOC Code:** 13-1131

**FLSA:** Exempt

**Pay Grade:** 21

**Date:** 8-27-13

### **JOB PURPOSE:**

Responsible for overseeing all revenue-generating operations for Wyoming Public Media (print and radio) including sales and production of advertising/underwriting; developing new accounts and marketing campaigns; developing marketing and sales or underwriting for special projects; distribution and sale of media (print and on-air). Conduct research, evaluations, and recommendations of industries.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Develop strategies and sales campaigns to meet budget revenue goals.
- Solicit national, local, campus, media/underwriting sales, including print and on-air formats.
- Solicit and secure new contracts for underwriting across the state.
- Develop projections, calendars and strategies for securing underwriting.
- Monitor revenue-producing areas for designated areas and coordinate with supervisors; conduct marketing campaigns.
- Identify and develop new sales/underwriting accounts and assign to support personnel.
- Oversee designated accounts receivable billing and collection procedures.
- Secure sponsorships from both established and prospective clients through direct sales in person and by telephone. Negotiate acceptable contract rates and terms.
- Supervise support staff: assign accounts and move accounts among staff based upon sales performance; make hiring recommendations and train new sales staff on how to effectively promote the station.
- Responsible for prospect research, strategy, materials preparation and client service.
- Stay current with most recent Federal Communication Commission rules and regulations.

### **SUPPLEMENTAL FUNCTIONS:**

- Some positions may evaluate and/or make recommendations on graphic arts designs.
- Respond to inquiries regarding rates and sales.

- Attend meetings and conferences, as directed.

### **COMPETENCIES:**

- Attention to Detail
- Quantity of Work
- Innovation
- Technical/Professional Knowledge
- Individual Leadership
- Strategic Planning

### **MINIMUM QUALIFICATIONS:**

Education: **Bachelor's degree**

Experience: **3 years work-related experience**

Required licensure, certification, registration or other requirements: **None**

### **KNOWLEDGE, SKILLS, AND ABILITIES:**

Knowledge of:

- Concepts, principles and strategies for creating revenue generation for public media.
- Recordkeeping, billing, collections, report writing, and payroll process concepts, practices, and procedures.
- Applicable University, federal and state rules and regulations.
- Planning methods, concepts and principles.
- Time management theories and practices.
- Marketing principles, methods, strategies and techniques.
- Communication methods, techniques, and practices.
- Problem-solving methods.
- Supervisory and training methods, techniques and practices.
- Customer service methods and techniques.
- Personal computer and applicable software/hardware applications including graphic arts programs.
- Graphic design principles and procedures.

Skills and Abilities to:

- Interpersonal skills to effectively communicate with others, both orally and in writing.
- Manage advertising and sales for revenue generation for student publications.
- Recruit, supervise, train, lead and evaluate assigned staff.
- Analyze and solve problems.
- Organize resources, establish priorities, and set schedules.
- Use computers to design graphics and other written materials.
- Write and edit documents.

- Use artistic and creative techniques.
- Meet production deadlines.
- Maintain records including creating reports and other documents, setting work schedules, and processing payroll.
- Work as a team member and cooperate effectively with team members.

**WORKING CONDITIONS:**

No major sources of discomfort, standard office environment; occasional travel may be required.

Authorized by Classification/Compensation, Human Resources

Employees may be requested to perform job-related tasks other than those specifically presented in this description. Participating in the University's hazardous waste minimization program is part of the job of each employee who uses (or may come in contact with) hazardous materials. Fair Labor Standards Act (exempt/non-exempt) is designated by position. University of Wyoming actively supports Americans with Disabilities Act and will consider reasonable accommodations.