

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: COORDINATOR, SALES/CIRCULATION

Reports To: Designated Supervisor

UW Job Code: 3008

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

SOC Code: 41-3011

FLSA: Non-exempt

Pay Grade: 19

Date: 6-27-00 (revised 7-1-02; 10-6-03; 7-1-04; 9-28-04)

JOB PURPOSE:

Responsible for revenue-generating operations of designated University media (print and radio) including sales and production of advertising/underwriting for assigned area, as directed; develop new accounts and marketing campaigns; marketing and sales or underwriting of special projects, as directed; distribution and sale of media (print and on-air), and associated record keeping.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Solicit national, local, campus, and media/underwriting sales, including print and on-air formats.
- Maintain sales and distribution records, prepare reports, and prepare payroll.
- Mediate/resolve problems with clients.
- Monitor revenue-producing areas for designated areas and coordinate with supervisors; conduct marketing campaigns.
- Identify and develop new sales accounts for sales/underwriting employees; develop new sales/underwriting accounts and assign to support personnel.
- Some positions may supervise the distribution of all student publications.
- Oversee designated accounts receivable billing and collection procedures.

SUPPLEMENTAL FUNCTIONS:

- Some positions may evaluate and/or make recommendations on graphic arts designs.
- Some positions may supervise student employees.
- Some positions may need to know current and most recent Federal Communication Commission rules and regulations.
- Some positions may fax or deliver all proofs to clients, as requested.
- Respond to inquiries regarding rates and sales.
- Attend meetings and conferences, as directed.

COMPETENCIES:

- Negotiation
- Conflict Management
- Meeting Membership
- Innovation
- Technical/Professional Knowledge
- Integrity

MINIMUM QUALIFICATIONS:

Education: **Bachelor's degree**

Experience: **1 year work-related experience**

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

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

- Newspaper advertising and sales methods, regulations and standards.
- Concepts, principles and strategies for creating revenue generation for student publications.
- 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.

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.