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|-------------------|---------------------------------|--------------------|-------------|
| <b>Job Title</b>  | Manager, Corporate Partnerships | <b>Job Code</b>    | AV0522      |
| <b>Pay Plan</b>   | A&P                             | <b>Pay Grade</b>   | 19          |
| <b>Union</b>      | Non-Union                       | <b>FLSA Status</b> | Exempt      |
| <b>Job Family</b> | Advancement                     | <b>Union Code</b>  | 0           |
|                   |                                 | <b>Subfamily</b>   | Development |

### Job Family & Subfamily Summary

**Advancement Professionals** lead, coordinate or support activities related to fundraising and public relations targeting current and potential donors and the alumni community.

**Development Professionals** perform activities related to fundraising and public relations targeting current and potential donors and the alumni community.

### Job Summary

Identifies opportunities and implements strategies for earned income in support of station operations as well as the management of marketing and sales of underwriting, station products and services. Prepares in-depth financial reports evaluating overall department and individual project performance. Represents the organization at various community and/or business meetings; promotes strategic alliances and partnerships in support of existing and new projects at WUCF TV & WUCF FM.

### Representative Duties

#### 1. Sponsorship

- Secures all corporate and foundations sponsorship renewal for WUCF TV and WUCF FM
- Conducts periodic prospect meetings that identify, prioritize and assign high prospective organizational supporters
- Uses entrepreneurial and business skills to identify and implement new earned income opportunities that raise money and advance station goals and objectives

#### 2. Management

- Develops annual operating budget and provides fiscal direction to the unit in collaboration with the Director
- Oversees the supervision of personnel including work allocation, training, promotion and enforcement of internal procedures and controls, and problem resolution
- Manages and administers specialized database functions and performs miscellaneous job-related duties as assigned Evaluates performance and makes recommendations for personnel actions; motivates employees to achieve peak productivity and performance
- Prepares and executes business plans for Corporate Support operations including budgets, timeliness, projected results, and tracking performance

#### 3. Marketing and Reporting

- Prepares marketing and sales presentations
- Organizes in-depth financial reports evaluating overall department and individual project performance
- Communicates between the organization and its donors
- Implements and performs analytical functions necessary for station planning and donor relationships
- Creates and maintains station and donor records and providing governance counsel

## Education, Experience, Skill Requirements

|                                      | Required   | Preferred |
|--------------------------------------|------------|-----------|
| Education Level                      | Bachelor's | Master's  |
| Certification(s)                     |            |           |
| Licensure(s)                         |            |           |
| <b>Work Experience</b>               |            |           |
| 4+ years of relevant work experience |            |           |
| <b>Additional Requirements</b>       |            |           |
|                                      |            |           |

## Physical/Environmental Demands

Standard office environment with no unique physical demands

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**This general outline illustrates the type of work that characterizes the job. The statements in this job description are not intended to be an exhaustive list of all duties, responsibilities and qualifications required of the job.**