



KWVA Eugene, 88.1 FM
University of Oregon Campus Radio

**Job Title: Outreach Associate (OA)
Sponsorship**

Purpose:

To work with individuals and businesses to bring in fundraising and trade to the station;

Principle Functions/Requirements:

I. Procurement of funds/merchandise/services for the station;

- a. Contact businesses to obtain sponsorship of KWVA programming in exchange for underwriting announcements to be broadcast at times agreed upon by the sponsor, Marketing Director, and General Manager;
- b. Contact businesses to obtain goods and/or services for KWVA in exchange for underwriting announcements (ex. Print advertisements in local publications in exchange for underwriting announcements);
- c. Solicit tax-deductible donations;
- d. Coordinate with marketing department on the design and procurement of promotional items and merchandise for the station.

II. Accounting;

- a. Create and/or maintain file for individual accounts including name of business, name of contact, address, phone number, dates contacted, copies of contracts, invoices, letters, etc...
- b. Fill out invoices and process all other necessary mailings and business paperwork/transactions.

III. Coordination;

- a. Coordinate with marketing department on fundraisers for KWVA;
- b. Coordinate with marketing department on sponsorship for website;
- c. Coordinate with Programming Director and marketing department to create and maintain current press packets, underwriting rates, newsletter advertising rates, promotional trade rates, and station schedule for publication.

IV. Station responsibilities;

- a. Attend weekly marketing department meetings;
- b. Hold at least three office hours/week;
- c. Submit monthly department reports to the Marketing Director.

Compensation/Selection Procedure:

\$20 month for 12 months plus 20% commission

This position is available to all University of Oregon students enrolled at least half time for three out of four academic terms, in order to receive a stipend of \$20/month. The position begins July 1st and runs through June 30th of the following year. Training will begin by June 1st and individual holding the position will be required to provide training to the incoming staff member. Position requires approximately 10 hours/week. Hired by the General Manager.

EOE/AA/ADA

Reports To:

KWVA Marketing Director

**KWVA: P.O. Box 3157 - University of Oregon - Eugene, Oregon - 97403
UPS/FedEx to: Suite M-112 - EMU - University of Oregon - Eugene, Oregon - 97403
(541) 346-4091 Business (541) 346-0648 Fax (541) 346-0645 Request Line**