

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, FINE ARTS PROGRAMS

Reports To: Designated Supervisor

UW Job Code: 3790

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

SOC Code: 27-3031

FLSA: Exempt

Pay Grade: 21

Date: 5-1-99 (revised 7-1-02; 9-18-03; 7-1-04; 8-1-19)

JOB PURPOSE:

Promote and coordinate marketing and public relations for the Buchanan Center for the Performing Arts (BCPA) Shared Staff Center serving Fine Arts Outreach and Cultural Programs, Music, Theatre & Dance, and Visual & Literacy Arts.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Publicize, promote and coordinate schedules for all public and academic events for departments supported by the BCPA Shared Staff Center (Theatre & Dance, Music, Visual and Literary Arts, UW Presents/Cultural Outreach). Work with Institutional Marketing and Communications to ensure compliance with UW brand standards.
- Create and/or produce season and individual production advertising and promotional campaigns through multiple channels (graphics, brochures, flyers, posters, displays, ads, emails, social media, websites, press releases, etc.).
- Serve as media liaison for local, state, regional and national entities.
- Produce department newsletters and recruiting materials.
- Assist with planning and coordination of department events and receptions; assist or serve as point person for department in-reach/outreach events.
- Update and revise websites for departments supported by the BCPA Shared Staff Center, including broken links, update time-sensitive content, create and edit content, procure and edit or develop graphics, update department view card, handbook, and other recruiting materials, and address technical problems or consult with IT personnel.
- Supervise and train student employees.
- Work on special projects as directed.
- Serve on committees as needed.

COMPETENCIES:

- Independence
- Innovation
- Work Tempo
- Collaboration
- Quality Orientation
- Formal Presentation Skills

MINIMUM QUALIFICATIONS:

Education: **Bachelor's degree**

Experience: **2 years work-related experience**

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

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

- Event planning principles, requirements, procedures, and available resources.
- University public/event facilities, technology, and equipment.
- Public institution purchasing principles, procedures, regulations, and standards.
- Marketing principles, concepts, and methodologies.
- Advertising principles, strategies and techniques.
- Communication principles, media, and marketing techniques.
- Advertising requirements pertaining to a range of media.
- Program/event/conference requirements including room assignments, registration, and special equipment or other setups.
- Agencies and organizations promoting fine arts in Wyoming.

Skills and Abilities to:

- Investigate and analyze information and draw conclusions.
- Work effectively with a wide range of constituencies in a diverse community.
- Perform complex tasks and prioritize multiple projects.
- Make procedural decisions and judgments.
- Develop, plan, and implement short- and long-range goals.
- Negotiate and manage contractual arrangements.
- Organizing resources and establishing priorities.
- Gather and analyze statistical data and generate reports.
- Create, compose, and edit written materials.
- Develop and implement comprehensive marketing goals, strategies, and plans.
- Coordinate multiple components of catering/conferences/events/programs including equipment, space, set-ups, and labor.
- Effectively coordinate and maintain excellent public relations.

- Meet deadlines under stressful conditions.
- Work evenings, Saturdays and Sundays or when events are scheduled.
- Present effectively to individuals, and small and large groups.
- Interact with students, faculty, and/or staff in a team environment.

WORKING CONDITIONS:

No major sources of discomfort, standard office environment; occasional travel throughout the state and region 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.