

DEVELOPMENT/SALES SPECIALIST*

Function of Job:

Under general supervision of designated supervisor, responsible for prospecting, identifying, and selling specific services to prospective clients or for soliciting and securing contributions, underwriting and/or advertising from businesses, agencies, foundations and individuals.

Characteristic Duties and Responsibilities:

1. Develop leads to establish prospective clients for services and call on prospects to make sales presentations.
2. Identify development prospects, among regional businesses, foundations, agencies and individuals, to serve as potential project/program contributors, underwriters and/or advertisers; make calls to solicit and secure their support.
3. Follow up on new customer inquiries and/or provide service to contributors, underwriters or advertisers; make appointments and meet personally with potential clients.
4. Maintain necessary files, records and reports on clients.
5. Participate in industry-related events, such as networking events, trade shows, and/or sales blitzes as required.
6. Keep informed of all matters and general information of interest to clients, as well as services offered by competitors.
7. Work on special projects as designated by supervisor.
8. Perform related duties as assigned.

Minimum Acceptable Qualifications:

1. Bachelor's degree in business, marketing, or related field and one year of sales/marketing experience.
2. Skill in making sales presentations.
3. Willingness to travel.

10/16/04
System Approval

10/16/04
Effective Date

This document is a generic classification specification of the University System of New Hampshire. Its purpose is to describe the representative responsibilities and general level of complexity, and it is not a substitute for the specific job description of the individual position.

Revised – Original approved 10/26/83