

# The Etownian

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## POSTION DESCRIPTION

**Job Title:** Advertising Manager

**Report to:** Managing Editor

**Objectives:** To seek advertisements to meet or exceed advertising goal for each issue and ensure their publication.

## DUTIES AND RESPONSIBILITIES

1. Attend brainstorm meetings each Wednesday at 11 a.m.
  - a. Come prepared with ideas for *all* sections.
2. Deal with calls, e-mails and other communications regarding advertisements.
3. Solicit businesses for advertisements at the start of each semester.
  - a. Send out mailings.
  - b. Contact passport participants.
  - c. Follow up on advertisement leads.
4. Fill out weekly advertisement listings (WALs) as advertisements are ordered.
  - a. Keep a notebook in the office with WALs for entire semester.
  - b. Fill in advertisements when orders come in.
  - c. Post the current week's WAL.
5. Maintain a portfolio of advertisements throughout the year.
  - a. Keep advertisements in a central location on one of the office computers.
6. Place advertisements weekly.
  - a. Advertisements should be in the folder of the section in which they are to appear by **Monday at 5 p.m.**
  - b. Advertisements should be placed on the pages by **Tuesday at 5 p.m.**
  - c. This will require the Advertising Manager to remain in touch with the Layout Editor.
  - d. Note the advertisements' locations on the WAL.
  - e. A final check of the placement of advertisements should take place **Wednesday by 5 p.m.**

7. Determine advertisement prices.
  - a. The Advertising Manager should consult with the Editor to determine advertising prices for the following year.
  - b. The Advertising Manager is responsible for producing a brochure with the current year's advertising prices.
  
8. Office hours
  - a. The Business Manager is responsible for having two scheduled hours per week that will be spent in the office.
  - b. These hours must be between **9 a.m. and 5 p.m.** (not Wednesday)
  - c. During this time, the Business Manager will be responsible for answering the phone, taking messages and being available to help any walk-ins.
  - d. The Business Manager should e-mail any other editors with messages received during office hours.
  
9. Attend monthly financial meetings with the Editor, Assistant Editor, Managing Editor and Business Manager to discuss the state of The Etownian's finances.

## REQUIREMENTS AND SPECIFICATIONS

- A. Knowledge Required to Perform at Competent Level:
1. Competant grasp of Microsoft Excel.
  2. Competant grasp of Microsoft Word.
  3. Familiarity with budgets.
  4. Familiarity with the College's accounting system.
  5. Ability to build and maintain a relationship with the Business Office.
  6. Ability to communicate well over the phone and through e-mail.
  7. Good time management skills.
  8. Skilled at organization.
  9. Tenacity.
- B. Consequence of Error:
1. Failure to attend brainstorm meetings could lead to inability to efficiently come up with stories.
  2. Prepare invoices could lead to delayed payments.
  3. Failure to mail subscriptions could lead to unhappy subscribers and/or the necessity for refunds.
  4. Failure to maintain an accurate budget could lead to severe financial problems.
  5. Failure to attend office hours or financial meetings constitutes a lack of effort on the Business Manager's part.
  6. Possible separation of employment with The Etownian may result from lack of effort and responsibility on the Business Manager's part.
- C. The Etownian is an at-will employer. The relationship between the employer and the Business Manager may be terminated at any time for any reason or no reason.

Advertising Manager: \_\_\_\_\_ Date: \_\_\_\_\_

Supervisor: \_\_\_\_\_ Date: \_\_\_\_\_