



Job Description

Position Title: Manager, Advertising Sales – Western City Magazine
Department: Administrative Services
Prepared Date: March 19, 2019

Employment Status: At-Will
Position Reports To: Managing Editor
Positions Supervised: Administrative Assistant for Western City Magazine
Overtime Status: Exempt

Position Summary

Performs a variety of work related to locating, attracting, and maintaining a print copy and website advertising base for Western City magazine; manages advertising accounts; drafts advertising; administrative support and related duties as assigned. Advances and manages the production cycle for timely completion of deliverables. Supervises administrative staff assigned to Western City Magazine.

Essential Duties and Responsibilities

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Advertising Sales

1. Plans, oversees and evaluates key strategic advertising initiatives; analyzes, implements and monitors work plans to achieve goals and performance measures.
2. Identifies and develops potential advertisers and solicits for new business.
3. Manages existing advertising accounts and develops new accounts.
4. Collect, compile and analyze data and make recommendations regarding advertising sales.
5. Maintain regular contact with clients to develop and/or maintain business relationship and gauge market trends.
6. Establishes advertising contracts with advertisers and ensures contract terms are met; participates in invoicing process and performs collections follow up as needed.
7. Obtains or creates advertising content; reviews and proofs third-party advertisements.
8. Review accuracy of multiple printer's proofs during monthly production cycle.
9. Identifies, develops and maintains advertisers for website advertising opportunities; sells online ads.
10. Coordinate and manage monthly magazine production schedule (i.e., activities of designer, editor, printer and mail house to ensure timely production and delivery).
11. Creates, reviews, and maintains assigned budget.
12. Identifies, develops and maintains advertisers and potential advertisers for the City Hall Directory; sells City Hall Directory ads.

13. Attends annual conference; meeting with existing and potential advertisers.
14. Performs a variety of special projects and assignments as needed.

General

1. Supervises day-to-day activities of the Administrative Assistant and provides back up as required.
 2. Work beyond the League's normal 8:30 a.m. to 5 p.m. Monday through Friday business hours when necessary to participate in meetings, meet deadlines, perform duties and accomplish tasks and goals.
 3. Perform other duties as required.
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Job Qualifications

Knowledge/Skills:

- Principles of management and supervision, budget administration, sales, and the government sector.
 - Demonstrated skills, knowledge and experience in advertising, modern marketing, public relations techniques, and communications activities.
 - Excellent attention to detail and ability to effectively proof material.
 - Best practices in web and visual design and content management.
 - Experience in the advertising print and production process.
 - Strong creative, analytical, persuasive and organizational skills.
 - Effectively prioritize work to meet deadlines.
 - Computer literacy in word processing and page layout including experience with Adobe Creative Suites, MS Office products and other general-purpose tools (Acrobat, multiple Internet browsers, etc.).
 - Ability to working with shared leadership and in cross-functional teams.
 - Ability to blend attractive design and high functionality in all projects.
 - Excellent oral communication and presentation skills.
 - Ability to prepare clear and concise records, reports, correspondence and other written materials.
 - Ability to work independently and responsibly while managing numerous accounts simultaneously.
 - Exceptional interpersonal and customer service skills.
 - Ability to define problems, gather data, establish facts, and draw valid conclusions.
 - Ability to represent the League in a professional manner and foster positive working relationships.
 - Travel as needed to perform duties and advance organization goals and objectives.
 - Working knowledge of the League and their functions and a general knowledge of other agencies and their interface with the League.
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Experience, Education and Training

A Bachelor's degree in advertising, marketing, public relations, business administration or a related field. Minimum of five years progressively responsible experience with demonstrated success in advertising sales, marketing or a combination of education and experience which provides the required knowledge,

skills, and abilities. Strong interpersonal and organizational skills are a must, as are initiative and the ability to work in a self-supervised manner. Innovation, creativity and dedication are also highly valued qualities. Knowledge of local government, California advertising markets, association publishing and membership organizations is preferred.

Physical Demands and Work Environment

The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee regularly works in a business office setting. Tasks require variety of physical activities, not generally involving muscular strain, such as walking, standing, stooping, sitting, reaching and light lifting. Regular and consistent in-person interaction and continuous talking, hearing and seeing required in the normal course of performing the job. Common eye, hand, finger dexterity required to perform some essential functions. Mental application utilizes memory for details, verbal instructions, emotional stability, discriminating thinking and creative problem solving. Ability to distinguish colors and shading are necessary for this position. Regular automobile and airline travel required in normal course of job performance. Occasional travel required as necessary.

Equipment Used

Computer, keyboard, mouse	Copier	Scanner
Fax machine	Telephone	Smart Phone
Automobile	Current office applications	
