



Job Announcement

March 2019

Advertising Sales Manager, Western City Magazine

Advertising Sales Manager

The League of California Cities® and Western City Magazine are seeking an experienced and energetic advertising sales person to staff the magazine's one-person advertising sales effort. Responsibilities include overseeing the magazine's entire advertising effort, which includes display ads, professional services directory ads, ads for other publications and website. The advertising manager is also responsible for developing strategies and materials to promote advertising sales in all of these areas.

Western City Magazine

Now in its 11th decade of publication, Western City is a monthly, four color publication that serves and is read by mayors and council members, city managers, city attorneys, personnel professionals, police and fire chiefs and other city department heads – all those who have responsibility for determining and overseeing city policies and budgets in California. Western City's total circulation is approximately 10,321. Of that number, 8,979 readers are city officials in California who receive the magazine on a controlled circulation basis as part of their cities' League membership, the remainder are paid subscribers. The editorial to ad ratio is 50:50.

The League

Headquartered in downtown Sacramento, since 1898 the League of California Cities® has been an active partner in local government. Providing legislative advocacy, educational and informational services to cities, the League's mission is to expand and protect local control for cities through education and advocacy to enhance the quality of the life for all Californians. Reflecting the diversity of California, each of the League's employees is a vital partner in the organization's mission and success.

Qualifications & Experience

The ideal candidate will have 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.

Work Schedule and Travel

The normal workweek for this position is Monday through Friday, 8:30 a.m. to 5 p.m. and the position is based in the Sacramento office. Automobile and airline travel required in normal course of job performance.

Compensation & Benefits

- **Salary:** Depends on Qualifications
- **Retirement:** California Public Employees Retirement System (CalPERS) 2% at 62 for new CalPERS members; 2% at 60 for classic CalPERS members
- **Deferred Compensation:** Employees may defer up to \$19,000 per year through the League's ICMA/RC defined contribution plan.
- **Health and Dental Employees:** Employees participate in an optional benefit program that includes dental insurance, vision insurance and medical coverage selected from three HMO and two PPO plans.
- **Life Insurance:** League-paid \$50,000 life insurance coverage for employees; supplemental employee-paid coverage is available.
- **Other Benefits:** Under employer's optional benefit program, employees may use a portion of their salaries on a pre-tax basis to cover childcare and/or certain health care expenses.
- **Vacation:** Two weeks annually; three weeks after five years of service.
- **Holidays:** League employees receive twelve paid holidays annually.
- **Sick Leave:** Employees earn twelve days annually.

Recruitment/Decision Schedule

The current Advertising Sales Manager is retiring after 21 years. Recruitment will be ongoing until the position is filled. The goal is to complete the recruitment process at the earliest opportunity and welcome the new team member on board as soon as possible.

Application Procedure

Please submit a cover letter, resume and salary requirements to:

Email: careers@cacities.org

Subject Line: Advertising Sales Manager

Please be prepared to submit three professional references.

Employment opportunities are located at: www.cacities.org/employment

Reflecting the diversity of California, the League of California Cities is an equal opportunity employer.