



Advertising Manager

Manages and provides guidance to advertising sales team in all aspects of the sales process in order to support the Collegian Media Group's publications and digital platforms. These include but are not limited to:

- The Collegian (print)
- Collegian digital and social media platforms.
- Manhappenin' magazine
- Manhappenin digital and social media platforms
- Parents' Guide
- Other CMG platforms, publications, promotions and revenue opportunities.

Manager is also responsible for encouraging the sale of new services and platforms. New services may be developed and launched at any time by the Board of Directors, Ad Advisor or Director of CMG.

Other critical duties of the advertising manager include....

Ad Manager Responsibilities:

- Manage, develop, coach and motivate sales team to develop their skills to ensure a high professional standard is achieved and monthly sales goals are met.
- To revenue goals set by the Board of Director, the advertising manager and advertising advisor.
- Contribute to team efforts by assisting in the selling process if sales goals are not being met.
- Provide and communicate daily reports of field sales success to ad advisor.
- Develop, maintain and execute weekly territory plans with account reps.
- Lay out the Collegian printed edition 2 business days before its run-date
- Inputting and managing all digital platforms for The Collegian and Manhappenin' Magazine.
- Running weekly meetings with advertising sales staff.
- Calculate and generate payroll for student sales staff on a bi-weekly basis.
- Attend ALL monthly board meetings and provide sales report.
- Work with advertising advisor in daily operations to ensure department success.
- Work with advertising advisor to properly staff and train new positions each semester.

Ad Manager top skills and proficiencies:

- Meeting Sales Goals

- Sell to Customer Needs
- Motivation
- Sales Planning
- Build Relationships
- Coaching
- Market Knowledge
- Develop Sales Goals

The advertising manager is expected to either be in the office between the hours of 10 am and 4 pm whenever class is NOT in session. For extenuating circumstances, the advertising manager needs to communicate with the advertising adviser and assistant manager in order to coordinate their schedules.

Payment for the advertising manager is a \$450 bi-weekly stipend.

- Base salary will NOT be paid during university breaks, but IS included in training period (2 weeks prior to the start of each semester) on a pro-rated basis.