



# cougar**media**<sup>™</sup> NETWORK

**Position:** Advertising Manager

**Classification:** Student Employee (part-time)

**Description:** Oversees all aspects of advertising for Cougar Media Network organizations (*George Street Observer*, Cougar Television, C of C Radio and *Miscellany*). Provides leadership and supervision to sales team members. Serves as the student representative for the *Post and Courier* Outsourcing Trial Program.

**Qualifications:**

- One year minimum sales or marketing experience (internship experience accepted).
- Strong organizational and administrative skills required.
- Proficiency with Macintosh hardware and software.
- Familiar with Microsoft Office Suite and Quickbooks.
- Excellent communication skills – both written and verbal
- Ability to maintain confidentiality when required
- General knowledge of office equipment (fax machine, copier, etc.)
- Ability to work autonomously with limited supervision and maintain focus in a chaotic, high-energy environment
- Able to use human relations skills to interact with individuals from a variety of backgrounds and to exhibit a positive, helpful attitude

**Pay:** Commission (10% of ad sales)

**Work Hours:** Minimum of 20 hours a week. Some evenings and weekends required.

**Position begins:** August 2009

**Responsibilities:**

- Recruit, hire, train and supervise ad sales representatives
- Maintain records of all accounts, including insertion orders, invoices & balances, account transactions, ad revenue, and tear sheets
- Assist with the development of rate cards, business cards, stationery and other Cougar Media Network promotional materials
- Oversee the creation of in-house advertisements within Cougar Media Network
- Assists with the completion and submission of paperwork for hiring and payment of ad reps
- Completes mid-year and end-of-year evaluations for ad reps
- Develops and manages budget for Cougar Media Network Advertising office

**Expectations:**

- Attend all Cougar Media Network Executive Board and Media Board meetings as a voting member
- Communicates with other general managers and editors regarding advertising needs and requests
- Demonstrated sense of dependability regarding work hours and completion of assignments/tasks
- Attends Cougar Media Network retreat (to be scheduled prior to start of Fall semester)
- Meets regularly with Assistant Director for Student Media organizations to provide updates related to ad sales and advertising staff
- Willingness to learn as well as flexibility and adaptability to ever-changing situations