

WOW Business Manager/Advertising Sales Duties

WOW is looking for job candidates for its Business Manager/Advertising Sales position. The full-time, independent contractor position requires a motivated, deadline-oriented individual working out of his/her home office. Duties include (but are not limited to):

Advertising Sales/Management

- Responsible for monthly magazine's ad sales, ads and layouts, monthly magazines inserts, business directory and online ads, annual directory's ad sales ads and layouts.
- Promote and sell advertising for WOW, WestchaseWOW.com, the Westchase Resident Directory and the WOW Business Directory
- Locate and contact potential advertisers to offer advertising services
- Build relationships through understanding advertisers' markets, budgets, needs and expectations
- Explain to advertisers how specific types of advertising will help promote their products or services in the most effective way possible
- Provide advertisers with rate card, contract, and design-related options
- Process all correspondence and paperwork related to accounts
- If design services are not needed, collect final ads for placement
- If design services are needed, determine client needs, collect media for the ad, create final copy, and act as liaison and editor for designer and client during the design process
- Prepare promotional plans, sales literature, media kits, and sales contracts
- Complete final layouts, proof all ads, and provide final magazine proof approval in both the monthly magazine and directory
- Create monthly ad sales analysis
- Complete annual advertising comparative cost data

Business Management

- Billings and collections in connection with advertising
- Cash control, including maintaining bank accounts and making recommendations to WOW Board for accounts, cash instruments, etc.
- Pay bills as approved in annual budget or otherwise properly authorized and obtain President's signature, as needed
- Create and oversee distribution of the annual Westchase Resident Directory and the WOW Business Directory including collection of the update inserts
- Coordinate WOW Extra Wrapper (ads) and inserts
- Update WOW Business Directory in hardcopy and online Monthly

- Along with Publisher/Managing Editor, communicate with WOW independent contractors, advertisers and printer to ensure timely submission to printer of each month's copy
- Assist in creative design as needed
- Equipment management as needed
- Along with Publisher/Managing Editor, coordinate distribution dates with printer and distribution manager
- Submit articles and/ or features as needed
- Present accounts (after appropriate collection measures have been made) for write-off consideration to Board
- Handle monthly subscriptions and complimentary copies
- Maintain extra copies of WOW and annual directory, as well as promotional and other items
- Work with Publisher/Managing Editor in preparation of annual budget
- Participate in all WOW, Inc. meetings, including, but not limited to, the annual, special and quarterly meetings unless requested otherwise
- Maintain books and records of WOW, Inc. using accrual accounting
- File Small Claims lawsuit(s) as set in policy or approved by WOW, Inc. Board
- Represent WOW, Inc. in Small Claims Court
- Prepare 1099s and mail as required by law
- Assist CPA as needed for annual audit and annual tax filings
- Participate in quarterly "special procedures"
- Assist Treasurer or other Board members as requested
- Prepare and file Nonprofit Corporation Annual Report as required by law to be approved by WOW Board
- Prepare and handle promotional materials, contests, special gift packages, in-kind sponsorships, etc.
- Supply and material management (distribution bags, contracts, envelopes, paper, etc.)
- Supervise Distribution Manager
- Maintain and provide complete list to Graphic Designer monthly of babysitters
- Maintain and provide online and print business classifieds to Publisher monthly
- Annually Manage/Organize the Great West Chase race events, including securing committee, sponsors, registrations, volunteers, and logistics

Position Skills Overview:

- Effective Writing and Communication Skills: persuasive, outgoing, good listener
- Organizational Skills: manage various stages of sales process with new and existing customers, keeping detailed status information on each advertiser
- Self-confident: comfortable with making cold calls to potential clients and with managing difficult advertisers

- Technical Aptitude: ability to develop an understanding of the advertising, print and communications process, as well as, computer software platforms (Adobe Acrobat, Photoshop, Mail Chimp, Microsoft Excel, Microsoft Word, Microsoft Access, etc.)