JOB DESCRIPTION

Advertising Manager

Definition of Class
The incumbent directs and coordinates all advertising sales and production efforts for all student media. Incumbent assumes primary responsibility for generating sufficient advertising revenue to support student media’s annual operation and frequently makes decisions by exercising discretion and independent judgment.

Examples of Work Performed
Directs and coordinates advertising sales and production efforts of all student media. Develops long and short-term advertising strategies to ensure a continuous increase in advertising revenue. Oversees entire advertising process and assists students, when requested, in evaluation all advertising orders to ensure acceptable content and adherence to ethical and legal guidelines. Incumbent assists/trains students in the edit and proofreading process of ad copy of all sales staff to ensure accuracy and clarity. Assigns new accounts and refers new business to employees.

Serves as permanent contact for all local and national clients. Collects data and completes surveys and questionnaires concerning advertising and university demographics. Oversees changes in charges, the design and review of rate cards for all student media advertising including newspaper, radio, TV, magazine, yearbook and on-line advertising. Oversees maintenance of records on advertising clients including change in management, ownership, relocation and/or closings.

Counsels and advises students, provides job location assistance and referral. Recruits, hires and trains student employees each semester to perform advertising, production and business functions. Provides daily critiques of employee performance pertaining to advertising. Directs and motivates sales and production employees. Establishes and ensures adherence to production and work schedules to meet daily deadlines.

Assists assistant director and director in performing business activities necessary for daily and long-term operation of student media, including: accounts receivable, collections, publication schedule and on-air schedule. Is responsible for researching and resolving collection problems and negotiating settlements, and for investigating/researching and resolving all accounts and orders in dispute. Handles all advertising and other media-related inquiries. Researches and evaluates credit applications.

Performs related or similar duties as required or assigned.

Essential Functions
These essential functions include, but are not limited to, the following. Additional essential functions may be identified and included by the hiring Department.

1. Directs and coordinates advertising sales and production efforts.
2. Serves as primary contact for all local and national advertising clients. Handles all national advertising sales and all freestanding insert orders.
3. Recruits, hires and trains student employees each semester to perform advertising, production and business functions.
4. Analyzes and assists with business activities necessary for daily and long-term operation of student media.

Minimum Qualifications
These minimum qualifications have been agreed upon by Subject Matter Experts (SMEs) in this job class and are based upon a job analysis and the essential functions. However, if a candidate believes he/she is qualified for the job although
he/she does not have the minimum qualifications set forth below, he/she may request special consideration through substitution of related education and experience, demonstrating the ability to perform the essential functions of the position. Any request to substitute related education or experience for minimum qualifications must be addressed to the University of Mississippi’s Human Resource Department in writing, identifying the related education and experience which demonstrates the candidate's ability to perform all essential functions of the position.

Physical Requirements: These physical requirements are not exhaustive, and additional job related physical requirements may be added to these by individual agencies on an as needed basis. Corrective devices may be used to meet physical requirements.

Physical Exertion: The incumbent may be required to lift up to approximately 25 pounds.

Vision: Requirements of this job include close vision and color vision.

Speaking/Hearing: Ability to give and receive information through speaking and listening.

Motor Coordination: While performing the duties of this job, the incumbent is frequently required to use hands to finger, handle or feel objects and regularly required to walk and reach with hands and arms. The incumbent is occasionally required to sit; stand; climb or balance and stoop, kneel, crouch or crawl.

Experience/Educational Requirements:

Education: A bachelor's degree from an accredited four-year college or university in advertising, marketing, journalism, communications, English, public relations or related field.

AND

Experience: Two (2) years of experience related to the above described duties.

Substitution Statement: Related experience may be substituted for education, on a basis set forth and approved by the Department of Human Resources.

Interview Requirements
Any candidate who is called for an interview must notify the Human Resource Department in writing of any reasonable accommodation needed prior to the date of the interview.

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