

National Back Exchange COLUMN ADVERTISING MANAGER Job Description and Procedures

General

- Work to agreed procedures and attend meetings.
- Set the policy – the aim of the publication
- Suggest authors and editorial coverage
- Assist in the production of the editorial for each issue
- Ensure publication dates are adhered to
- Monitor the performance of the publication
- Proof read as required
- Assist the editorial team in other tasks as required
- Attend courses that assist in enabling the effectiveness of the role.
- Maintain confidentiality regarding discussions and proposals raised at meetings

Specific

- Responsible to and work closely with the editor
- Manage the advertising sections of the publication.
- Encourage advertisers and agencies to use the publication.
- Encourage membership to promote the publication.
- Ensure appropriate individuals, organisations; departments etc. are aware of the advertising potential of the publication.
- Notify advertisers of the current charges.
- Ensure invoicing procedure followed.
- Develop systems to create/encourage advertising.
- Ensure proposed advertising supports the aims of the National Back Exchange.
- Liaise with printers of 'insert' materials to ensure required standards are met.
- Inform advertisers/printers of copy deadlines and ensure these are met.