

Position Description – Advertising Manager

Position title	Grapeshot Advertising Manager
Department	Campus Engagement
Location	Grapeshot Office, Level 1 C10A
Position title of supervisor	Campus Engagement Development Officer
Positions titles that report to this position	
Hours	
Award coverage and grade (if applicable)	
Contract period	12 months
Date position description approved	15.10.2013
Approved by	Lauren Hargreaves

Position Purpose

Grapeshot is the Student Publication of Macquarie University, which publishes a monthly magazine with literary and campus news contents. It will be run by an all student editorial team consisting of six editors, three graphic designers, a photographer, a Marketing Manager and an Advertising Manager.

The Advertising Manager will be responsible for selling advertising space and obtaining sponsorship deals for Grapeshot in order to meet budget targets for 2014. They will work closely with the Campus Life Marketing Team to find and develop positive relationships with paying clients. The Advertising Manager will also be in charge of the financial administration for Grapeshot including budget monitoring in conjunction with the Editor-in-Chief, invoicing advertisers, ensuring all payments are received and ensuring all clients receive copies of the publications when distributed.

The publication will be driven by a Code of Conduct and will focus on ensuring that they represent the wide range of student cultures on campus.

Organisational Context of Position

Macquarie University recognizes the importance of creating an environment that fosters a healthy campus for both students and staff and in response to this has created U@MQ Limited (**Campus Life**) to research, create, deliver and collaborate a range of innovative services and programs to ensure a sustainable Campus environment for both students and staff

Campus Life exists to provide the essential non-academic services and facilities that help achieve a healthy and balanced approach to University life. Our service and facilities include the provision of food, retail, sport and recreation facilities and services, clubs, societies, child care and a wide variety of events and entertainment. U@MQ Limited is a subsidiary company of Macquarie University.

Our Vision: Providing more than an academic experience.

Our Mission:

- To create a vibrant, fun and healthy University campus environment
- To develop partnerships that will add value to Macquarie University
- To focus all services and facility requirements on the customer's needs.

Nature & Scope of Position

a) Key Accountabilities

The position:

- Achieve the revenue target for Grapeshot by selling advertising spaces and obtaining sponsorship deals through both print and online channels.
- Work with the Campus Life Marketing Team to develop an advertising booking form and price list for 2014.
- Create invoice request forms and process payments from advertisers after each booking.
- Continually monitor the budgets for Grapeshot and meet monthly with the Campus Life Campus Engagement Development Officer to review the budget.
- Assist the Editor-in-Chief and Grapeshot Campus Engagement Officer in day to day administrative tasks including distribution, O Week and publication events.

b) Challenges/Problem Solving

Challenges of the position include:

- Ensure that all publication dates are met as outlined in the Publications Advertising Bookings and Deadlines Calendar.
- Make sure all advertisements are sent to the Editorial Review Board by deadline for review.
- Ensure conflicts with clients are resolved in a professional manner.

c) Decision Making

The position:

- Adhere to the Code of Conduct in all dealings with the student publication.

d) Communication

All employees and contractors of Campus Life engage in teamwork as a means of meeting the requirements of their position. This requires regular communications with other staff.

The position communicates:

- Working with the publication team and Campus Life Marketing Team to develop an agreed 'preferred advertisers list' in line with the Grapeshot Advertising Policy and drive a minimum number of advertisements per issue to meet budget targets.
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- Maintain positive relationships with university, corporate and community clients.

e) Occupational Health & Safety

Campus Life is committed to the health and safety of everyone in the workplace and recognises that occupational health and safety is the responsibility of all managers and staff. All staff agree to abide by Campus Life's Occupational Health & Safety Policy as a condition of accepting employment.

f) Equal Employment Opportunities

Campus Life is an Equal Opportunities Employer.

Selection Criteria

Knowledge, Skills and Experience

Essential

- Computer literate with knowledge of Microsoft Office package.
- Experience in sales, particularly telephone sales.
- Experience in dealing with corporate and community clients.
- Experience in monitoring budgets.
- Experience in advertising for publications is preferred.

Desirable

- Strong selling skills.
- Strong financial management skills.
- Strong organisational abilities with a commitment to working to stipulated deadlines.
- Strong team player.
- Good communication and interpersonal skills.
- Ability to work under pressure.
- Candidates should be willing to learn the technicalities and processes involved with advertising for print publications.

CAMPUS LIFE VALUES

Integrity & Honesty

Act at all times in a moral and ethical way, consistent with the values of the organisation

Operate consistently and truthfully in achieving our objectives as an organisation

Sustainability

Consider environmental and social factors in all actions and decisions alongside economic profitability, and ensure an organisational culture that equips us with the skills we need to face the challenges of tomorrow's world

Drive a culture of contributing to the environmental, social, and economic impact of Campus Life

Learning & Innovation

Provide space, time, incentives and an open mind to experiment, create and expand each and every one's potential

Creating an environment that fosters creative thinking, collaboration and continuous improvement creatively, collaborating

Health & Balance

Maintain a holistic view of self and the organisation to ensure sustainable working practices and a better quality of life for all

Creating a work environment that provides flexibility to enable a balance between work, family and life commitments

Selflessness

Constantly reflect on how to contribute to the team in achieving Campus Life's vision, not what you personally can get out of the organisation

Acting in the best interest of the students and campus community

Openness & Accountability

Communicate in a clear and transparent way, without filtering information, and take ownership and responsibility for all thoughts and actions.