**Advertising Representative – The Easterner**

Advertising Representative, under direct supervision, leads the advertising assistant(s), graphic designer, and sales associates/distributors. They maintain and develop new sources for the Easterner’s revenue streams. Duties may include, but are not limited to:

• Marketing and selling print and online advertising space.

• Setting sales goals for the department and each member of the team.

• Communicating with the Editor in Chief about the necessary length of the newspaper to accommodate ad sales.

• Deploying special publications to cater to ever-growing student needs.

• Designing ads as requested by clients by communicating with the graphic designer.

• Seeking new accounts through cold calling and by designing advertisement ideas for prospective clients.

• Communicating with clients via email and phone and managing the relationships with the established client base.

• Completing billing on a weekly basis.

• Gathering information about clients in order to prepare customized sales presentations, and take care of any and all problems as they arise.

• Meeting regularly with the program adviser and faculty adviser to keep them updated on progress and any potential problems or concerns (i.e., legal, ethical, internal discipline, budgets, equipment needs, etc.).

• Regulating equipment usage and acting as a steward of Easterner and EWU property.

• Maintaining a minimum (but announced) schedule of office hours in order to address all potential concerns of the staff and EWU community.

• Attending Board of Student Publications meetings.

• Responding to adviser and Board requests for deliverable projects on deadline.

• Recruiting new staff members under the direct supervision of the Easterner Director.

• With the Editor in Chief, representing the newspaper at all Student Publications Board meetings, or providing a substitute.

• With the Editor in Chief and advisers, constructing a budget proposal for the next year’s S&A Fee request.

* Meet sales goals as set by Director quarterly in writing for scheduled print issues for ongoing online advertising
* Performing other related duties as assigned or required.

This position will report to the Easterner Departmentand the Easterner Director*.*

This position will work a maximum of *insert* hours per week based on availability. This position may include some weekend and evening work.

**Required Qualifications:**

Applicants must have proficiency or experience in Microsoft office

Applicants must possess excellent organizational and communication skills.

Applicants must have the ability to maintain business records and follow established business procedures.

Applicants must have demonstrated the ability to take direction.

This role requires collaboration, inclusivity and the ability to manage time to meet deadlines.

Applicants must be able to work with others at all levels, have a professional demeanor, excellent interpersonal skills, strong oral and written communication skills, and emotional intelligence.

Applicants must be able to manage conflict, collaborate and work effectively both independently and as a member of a team.

**Preferred Qualifications**

Familiarity with advertising standards or sales experience or membership in a business fraternity on the EWU campus.

Experience with Adobe Creative Suites

**All new employees must comply with EWU immunization Policy 602-02 and provide proof of immunity or vaccination to MMR and proof they are fully vaccinated against COVID-19 before beginning work at EWU. Waivers for the immunization requirements are available for medical or sincerely held religious beliefs.**

**This position, during the course of university employment will be involved in the receipt of, or accountability for, university funds or other items of value; as well as the unsupervised access with the developmentally disabled, vulnerable adults or children under the age of 16. The offer of employment is contingent upon successful completion and passing of a background check prior to beginning employment.**

 **Student employees are subject to EWU’s employment Policies and Procedures and the EWU Student Code of Conduct. As a student employee, you are expected to adhere to both. Please be advised that violations of the EWU Student Code of Conduct may affect your employment on campus, even if the conduct occurs beyond the scope of your job responsibilities.**

**Salary Range**