**Job Description Form**

**Employer Information:**

**Name:** Lakeland College **Address:** W3718 South Drive Plymouth, WI 53073

**Position**: Advertising Manager for the Mirror

**Supervisor**: Director of Student Publications or Mirror Adviser

**Reports to**: Vice President - Academic Affairs & Dean of the College

**Job Purpose**: Sell advertising and manage ad schedule to support the Mirror

**Duties and Responsibilities**:

* Responsible for generating and maintaining a group of advertisers to support the Mirror financially
* Secures contracted advertisers prior to production for each issue
* Works with Managing Editor to manage ads per issue
* Works with Managing Editor to manage ads for the Website
* Works with Layout Editor on design and style of advertisements
* Keeps a database of advertisers
* Creates billing invoices for advertisers and manages payments, making deposits to the Mirror’s account
* Responsible for helping to recruit staff members

**Job Qualifications**: Confident, self-motivated personality, ability to engage positive relationships in local business community, must be a positive advocate for the Mirror, and able to seek out potential advertising opportunities. Knowledge of basic marketing/advertising is a plus.

**Length of Employment**: This varies, but generally one academic year.