

## **POSITION TITLE: Advertising Account Executive**

*The Auburn Plainsman*, the student-produced campus newspaper of Auburn University, is published weekly on Thursdays and distributed throughout campus and the surrounding community. Its mission is twofold: (1) to provide news and information for the students, faculty/staff, and entire Auburn community, and (2) to provide training and experience for Auburn students in all aspects of journalism.

### **JOB DESCRIPTION**

The account executive is responsible for the sale and placement of advertising in the weekly newspaper and special sections. Responsibilities include account management, customer service, revenue generation, as well as working with designers and business office personnel.

#### **Essential duties:**

1. Generate revenue by selling advertising in the newspaper and website.
2. Maintain regular contact with clients on assigned account list to provide information about advertising opportunities.
3. Provide superior customer service to all advertisers.
4. Prospect new accounts.
5. Schedule ads by completing necessary paperwork on time in order to make strict deadlines.
6. Work with staff designers to create and design effective advertising to meet client needs; provide proofs to advertiser, insure corrections are made when needed, and get advertiser approval for final copy.
7. Work with business office to secure payment, establish credit, and secure contracts.
8. Update client accounts, call log.
9. Keep regularly-scheduled office hours; attend weekly sales meeting.
10. Other duties as assigned.

#### **Skills, abilities and knowledge required to perform the work:**

1. Must be available to work a minimum of 15 hours per week
2. Strong organizational skills to keep files and paperwork updated and to make deadlines
3. Strong oral and written communication skills
4. Professional demeanor and appearance
5. Must have access to reliable personal transportation
6. Must be currently enrolled Auburn University student

**Reports to:** Advertising Manager

**Compensation:** Straight commission with possibility of bonuses for meeting goals

### **APPLICATION INSTRUCTIONS**

Please provide a letter of application and resume to:

General Manager, *The Auburn Plainsman*, AU Student Center 1111, 255 Heisman Dr., Auburn AL 36849  
or email to [gm@theplainsman.com](mailto:gm@theplainsman.com)