**Advertising manager**

**FALL 2017**

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*The Advertising Manager oversees the Advertising Associates and reports to the Business Manager and the Editor-in-Chief. This position is responsible for coordinating efforts to reach out to local Walla Walla businesses as well as national advertisers, through a national ad company.  The Advertising Manager is also the creative force and manager of all special issues geared at promoting advertising, including a Parents Weekend issue and Graduation issue. The advertising manager is also responsible for coordinating and expanding the* *Pioneer’s online advertising efforts, as well as advertising in our magazine, the* Circuit. *In addition, the Advertising Manager is responsible for some accounting in reference to advertising and contracts billing.*

*This position works largely independently. The ideal candidate will be business-minded with strong creative abilities, self-motivated and competent, have excellent communication and interpersonal skills, a strong leadership capacity and ability to manage a staff of associates. Microsoft Word and Excel experience is strongly recommended.*

Please submit the answers to these questions in addition to a résumé to [wire@whitman.edu](mailto:wire@whitman.edu) by midnight on Monday, May 1st.

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Class Year: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Why do you want to be the Advertising Manager of *The Whitman Wire*?
2. What makes you uniquely qualified for this position? In other words, why should we pick you instead of someone else?
3. Please describe any other experience you have that would help you be a successful Advertising Manager. Especially describe any leadership or sales experience.
4. How would you motivate Advertising Associates to go out to businesses on their own time to get ads for the paper? If you have previously held a manager-level position on the paper what would you do differently this semester?
5. What special advertising schemes, if any, do you think *The Whitman Wire* should think about implementing to increase revenue for the paper (i.e. Parent ads for Graduation, the map for Admitted Students day, etc.)? Again, if you have previously worked in a manager-level position on the paper what would you do differently or add this semester to increase revenue?
6. How would you expand *The Whitman Wire*’s online advertising?
7. What other activities are you involved in for the Fall ‘15 semester, and how much of a weekly time commitment are these activities? Will these activities interfere with your commitment to *The Pioneer*?