

# **JOB DESCRIPTION**

## **SEOS Web & Print Advertising Officer 2009/10**

### **1. Position**

The Advertising officer is responsible for communicating and building relations and revenue with advertisers across SEOS web and print platforms.

### **2. Main Function**

- To communicate effectively with advertisers, promoting the value and benefits of taking advertising with SEOS
- To build upon existing and past relationships to secure annual and regular advertising revenue
- To research and introduce SEOS to new and appropriate advertisers
- To work with the Chairman and Committee in planning an advertising strategy for the year and driving this forward
- To work with Web and Guide Editors at costing SEOS advertising space
- To think creatively about ways of selling the features and benefits of advertising with SEOS
- To sell advertising space in accordance to SEOS advertising strategy
- To pass on and network updates, opportunities and information to committee and Chairman
- To attend committee meetings and produce reports on work
- To attend the AGM and give a written/spoken report.

### **3. Experience, Facilities and Skills**

- To have knowledge or experience in selling advertising is preferable but not essential.
- To be a good communicator and efficient organiser.
- To have the ability to solve problems, enthuse and encourage others.
- To have a passion and appreciation for the arts and what SEOS stands for.

### **4. Work Pattern**

#### **July/August**

- Ensure advertisers are invited to the AGM
- Attend AGM and report on year's activities, written and verbal

#### **September/October**

- Agree advertising budgets and strategy for forthcoming year, including new prices
- Liaise with present advertisers to see if they have feedback stories, manage retention for following year
- Open lines of communications with lapsed advertisers, reflecting on this year's successes
- Research new advertisers to present to committee

### **November/December**

- Court new advertisers with a pre-holiday's mail shot

### **January/February**

- Produce an advertising pack, PDF to email and print
- Pitch to last three years advertisers and potentials. Follow up; emails, calls and meetings. Track activities and conversion rates
- Make sure advertisers fill in and return booking forms by end of February

### **March/April**

Ensure that artwork for ads is received by Guide Editor by mid March

### **May/June**

- Ensure advertisers receive their copies of brochure and weblinks are live
- Invite advertisers to any VIP events of 'other' activities we can benefit them with

### **Throughout the year**

- Eyes and ears to the ground for potential advertisers
- Looking at trends and learning from new and effective ways of arts advertising
- SEOS Committee member, therefore representative of organisation at external events
- Keep record of website advertising periods and pursue renewal before expiry.

### **5. Honorarium**

Advertising Officer is paid £150 per annum in two instalments.

Along with receiving 10% of each successful advertising contract, paid monthly.

In 2008-9, this would have been an additional £350 with the potential for more.

**If you are interested in this post, or wish to know more, please send an email to:**  
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