

Job Description – Advertising Manager:

This is a part-time position of approximately 15-20 hours per week.

As an independent contractor, the Advertising Manager may work from home, from the office space provided, or a combination of the two. They may determine a work schedule. Outstanding written and verbal communications skills are essential.

Primary Duties:

- Create Advertising Plans and manage Advertising Buys for clients (including radio, print, TV, web/digital, social media)
- Provide strategy and counsel regarding advertising
- Manage deadlines and maintain files/records; coordinate ad submissions with graphic designers
- Negotiate rates for clients to maximize advertising dollars
- Meet with clients to assess advertising needs and make recommendations
- Coordinate and execute contracts, ad authorizations, and sponsorship agreements between clients and media
- Provide statistical data for major clients (ad reach, total impressions, etc.)

Public Relations Support

- Assist the firm in generating print and broadcast publicity for our clients
- Enter / submit Calendar Listings
- Follow up on News Releases and pitch for interviews and coverage
- Assist with Press Clippings and logging for clients

Administrative Support

Requirements:

- Exceptional written and verbal communication skills
- Knowledge of advertising terms and typical agency procedures
- Knowledge of the Palm Springs/Coachella Valley media market
- 2+ years experience in Media Relations/PR, preferably at a PR agency or in-house corporate communications department
- Good sense of humor and an outgoing personality
- Strong media pitching skills and knowledge of how the media works
- Ability to juggle multiple projects, meet deadlines, and work independently
- Must be proficient in Microsoft Excel and be Mac-friendly
- Must be comfortable working in an LGBT-owned company

Hourly pay, \$20/hour. No benefits.