

Henry Ford College
Job Announcement
Business Manager of The Mirror News

Primary Responsibility:

The Business Manager of The Mirror News student newspaper is responsible for the advertising operations of the newspaper. It is the Business Manager's responsibility to ensure that all advertising tasks, from sales to placement to collections are completed.

Reports to:

The Editor-in-Chief and Adviser

Duration of Position:

Position starts at the beginning of the spring term and terminates at the end of the winter semester.

Qualifications:

Minimum 3.0 cumulative grade point average at HFC or high school and/or collegiate program and have successfully completed at least six credit hours at the end of each semester. It is preferred that the applicant has completed ENG 131 with a grade "A" or better, previous accounting experience and knowledge of Microsoft Word and Excel.

Co-op Option:

The student has the option to enroll in the respective business co-op class for one credit to earn academic credit toward completion of a program or certificate and to receive instructional support. Successful completion of the course will make the student eligible for a scholarship that may be used to reimburse the credit. Class may be repeated for credit.

Compensation:

Minimum wage for the allowed maximum number of hours per week. Option to earn one academic credit and eligible for Mirror News scholarship.

Specific Duties/Responsibilities:

1. Develop advertising/marketing projects for the newspaper. Target businesses within the community and generate revenue for the newspaper in a professional manner.
2. Work closely with the Adviser, Editor-in-Chief, and Mirror News faculty adviser to ensure advertising revenue is collected.
3. Create and facilitate an open, inviting, and professional atmosphere.
4. Meet all publication deadlines.
5. Proof all advertisements placed to ensure accuracy in placement and production. Work closely with the Editor-in-Chief and Layout Editor in placing ads according to the requests of the advertisers, check size, page, resolution/quality, and content.
6. Daily check incoming mail and voice mail messages and follow-up immediately.
7. Inform all advertisers of all newspaper policies and procedures.
8. Regularly update the Rate Card and email Rate Packets to past, current and prospective advertisers, send via postal mail if advertiser prefers.
9. Accurately maintain and update advertising files.
10. Send out invoices and newspapers to advertisers immediately after each published issue of The Mirror News.

11. Meet regularly with the Editor-in-Chief and Layout Editor to keep them updated on all advertising progress and any potential problems or concerns.
12. Attend regularly scheduled staff meetings.
13. Consistently check inventory of office supplies and submit list of needed supplies to the Student Activities Office.
14. Maintain cleanliness of office and newsroom.
15. File 20 copies of each issue of The Mirror News accordingly.
16. Maintain the newspaper archive.
17. Keep track of all advertising accounts (invoices paid, invoices outstanding, etc.)
18. Update the schedule for staff members' office hours.
19. Post meeting times.
20. Required to fulfill scheduled office hours.
21. Complete all paperwork for writers' compensation. Payments are issued after the third, sixth, ninth, and twelfth issues are published.
22. Mail each issue of The Mirror News to names/addresses on current mailing list.
23. Perform other duties as requested by Editor-in-Chief and Adviser.

To apply for Business Manager Position, the applicant must:

- *Write a letter of interest
- *Prepare a resume
- *Include copies of transcripts

Email application materials to the newspaper faculty adviser, Dr. Peter Kim: pkim@hfcc.edu

Deadline: Open until filled