

# Indiana Statesman and indianastatesman.com

Seventh Floor, Hulman Memorial Student Union  
Indiana State University, Terre Haute, Ind. 47809  
Phone: (812) 237-3025

## *Student Advertising Manager application — Fall 2010*

### **When, where and how to return this application — and what happens next**

- Return this application **by e-mail as a .pdf attachment** by no later than 2 p.m. Wednesday, March 17, 2010. Send to: [merv.hendricks@indstate.edu](mailto:merv.hendricks@indstate.edu).
- You may submit (separately, on paper) up to six samples of your work by the same deadline.
- Be prepared for a 20-minute interview with the Student Publications Board on Friday, March 19, 2010.

### **Who and what you can expect at your interview**

The Student Publications Board consists of nine voting members (three students, two faculty, two administrators, two professional journalists) and four non-voting members (current Statesman editor, current student ad manager, student publications director and assistant student publications director).

When you come to your interview, you can expect that you will be afforded the chance 1) to make a brief opening statement, 2) to answer questions from the board and 3) to make a brief closing statement.

Name: \_\_\_\_\_ Local Phone: \_\_\_\_\_

Local Address:

\_\_\_\_\_

Permanent Address (Street, City, State, Zip):

\_\_\_\_\_

Major(s): \_\_\_\_\_

Year you will complete your degree: \_\_\_\_\_

Cumulative GPA in major: \_\_\_\_\_ Overall cumulative GPA \*: \_\_\_\_\_

**\* Applicants are required to possess, at minimum, a 2.25 grade-point average and otherwise be in good academic standing. This position is demanding in terms of responsibility, time and energy required.**

List here college classes you have passed (or are currently taking) in academic areas that could be relevant to the Indiana Statesman/indianastatesman.com student advertising manager's position:

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Describe here positions you have held on student publications at ISU or at other colleges and list related internships or part-time jobs that you have held. If you wish, submit work samples (no more than six) to supplement this application.

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### Questions for Student Advertising Manager applicants

Read the editor's job description on the next page and then type your answers into this form. These answers will be vital to the Student Publications Board's grading of your abilities, philosophies and leadership potential. During your interview with the board, you may be asked to expand upon your written answers. Please keep your answers to no more than 200 words *each*. Please contain the completed form in no more than six pages.

1. Which experiences, skills and qualities qualify you to be student advertising manager?

**Answer**

2. What makes you a good leader and communicator?

**Answer:**

3. In your view, what is the most important single role the student advertising manager should play?

**Answer:**

4. List the three top goals you would want see the ad staff to reach in its work during fall semester.

**Answer:**

5. As student advertising manager, what would you do to see that online advertising increases as a revenue factor for the fall semester issues?

**Answer:**

6. Describe any organizational changes you would want to make in the advertising department.

**Answer:**

7. How would you ensure that all of the ads are completed, proofed and approved in order to meet the fall semester's deadline structure?

**Answer:**

8. How would you recruit an ad staff to work on the print newspaper and on its Web operation?

**Answer:**

9. For the fall semester, what do you see as the ideal number of salespersons? Of ad designers?

**Answer:**

## **Student Advertising Manager's job description**

### **Summary Description**

The Student Advertising Manager oversees the Indiana Statesman/indianastatesman.com student advertising sales and design staffs in their efforts to retain existing accounts through proper servicing and to develop new accounts through effective selling, graphic design and marketing methods.

The position requires at least 20 hours of work each week.

### **Specific Duties and Responsibilities**

1. The Student Advertising Manager guides the sales staff to reach advertising revenue goals for the Indiana Statesman/indianastatesman.com. The Student Advertising Manager also devises strategies for prompt remedial intervention when the meeting of sales goals is in jeopardy.

2. The Student Advertising Manager recruits, interviews, hires and supervises the student ad sales and ad production staffs.

3. The Student Advertising Manager devises a client list for each salesperson and meets at least twice a month with each salesperson to review sales efforts and to determine strategies for increasing sales volume for the Indiana Statesman/indianastatesman.com.

4. The Student Advertising Manager also conducts a weekly full-staff meeting to review group sales and strategies.

5. The Student Advertising Manager develops ideas and plans for ad campaigns, special promotions, sales presentations and "spec" ads that will increase advertising volume.

6. The Student Advertising Manager makes the final decision on publication of all advertisements in the Indiana Statesman and on indianastatesman.com. In the case of a questionable ad, the Student Advertising Manager is advised to seek guidance on matters of legality, taste and acceptability from Student Publications advisers and other sources.

7. The Student Advertising Manager dummies or oversees the dummied ads for each issue of the Statesman, consulting as necessary with the Editor in Chief to determine the amount of editorial space.

8. The Student Advertising Manager assures that all ads scheduled to run in all issues of the Statesman have been finished in ad production, are proofed and corrected, and are ready to run.

9. The Student Advertising Manager handles questions, suggestions and complaints from advertisers, readers and the public.

10. The Student Advertising Manager serves as an ex-officio member of the Student Publications Board and periodically reports to the Board concerning ad sales progress for both publications.

### **Compensation**

The Student Advertising Manager is paid \$2,450 during fall and spring semesters and a pro-rated amount during the summer.

**About your other commitments . . .**

How many class hours do you plan to take during fall 2010? \_\_\_\_\_

Would you plan to work elsewhere while editor? \_\_\_\_ If yes, how many hours a week? \_\_\_\_\_

Do you have other commitments to academics, work or organizations that would compete with the time needed to be Student Advertising Manager or that would pose for you a conflict of interest? If so, explain:

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**Acknowledgment**

I have reviewed the student advertising manager's job description and am willing and able to devote the time, energy and commitment required to lead the Indiana Statesman and indianastatesman.com staff. I confirm that the information provided in this application is true to the best of my knowledge. Typing my name below serves the same purpose as my signature.

**Applicant's name/date**

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