

## Position Announcement

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### **Job Details**

Job Title: Media Placement Manager  
FLSA: Exempt  
Position Type: Full-time  
Reports To: Director of Marketing  
Location: Denver, Colorado  
Date Modified: January 3, 2017

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### **Description**

The purpose of this position is to increase awareness of the American Indian College Fund's (College Fund) mission and work through placement of promotional pieces in all media channels, including but not limited to digital, television and radio – all resulting in increased donor/constituent engagement.

In partnership with Wieden+Kennedy, the College Fund's advertising agency, manage the production of public service campaigns and other branded content. This position then secures in-kind media placement, in alignment with potential College Fund-identified top tier audiences, to generate awareness of the College Fund among the general population, with the purpose of increasing engagement.

### **Essential Job Functions**

1. Identifies new and cultivates existing relationships with media resources in order to secure in-kind donations for promotional asset placement.
  - a. Aligns College Fund top tier audiences with media sources
  - b. Secures in-kind placement opportunities, including phone and digital outreach, proposal preparation and face-to-face meetings
  - c. Manages/cultivates relationships, including but not limited to, follow up, acknowledgement, recognition, etc.
  - d. Secures reports from in-kind donors valuing in-kind donations
2. Manages the production of content.
  - a. Works with agency partner Wieden+Kennedy to develop work plans and project timelines for the creation of promotional assets (including public service campaign) and manages Wieden+Kennedy and College Fund teams to project plans and timelines
  - b. Ensures media partner requirements and deadlines for placement are met, including mechanical specifications and all other relevant production information
3. Follows College Fund procedures for budgets, reporting, etc.
  - a. Prepares annual revenue and expense budget and is responsible for managing to budget, including invoice review and approval, submission for payment, etc.
  - b. Submits monthly media summary reports with supporting documentation to the College Fund Controller
  - c. Submits a monthly narrative summary report, including activities and outcomes to supervisor

4. Relationship manager for College Fund/Wieden+Kennedy partnership
    - a. Schedules meetings, provides notes, tracks all ongoing work
    - b. Seeks opportunities for recognition and acknowledgement of Wieden+Kennedy's commitment to and work for the College Fund
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## **Job Requirements**

### **Competencies**

- Knowledge of advertising and ad placement in multiple media, including but not limited to digital, broadcast, print and radio
- Awareness of Native culture
- Ability to think both creatively and strategically
- Excellent written, verbal, and visual communication skills
- Demonstrated ability to multi-task and meet deadlines
- Experience leading work groups comprised of professionally diverse people and organizational cultures
- Understanding of industry standard video editing, lay out, photography, and motion graphics software as well as basic photography, videography, and audio recording
- Proficient in digital content production and creative software
- Experience managing donor and/or customer relationships

### **Education/ Experience**

- Bachelor's Degree in advertising, PR, Communications, English, Journalism, or related communication-based curriculum
- Five (5) years' experience working in media, agency or non-profit environment
- Two (2) years' career/job experience in project management
- Proficiency in media tracking software

### **Preferred Qualifications:**

- Exposure to and knowledge of American Indian culture
- Ability to rally people around common goals – extensive experience working in team environment and demonstration of effective communication skills
- People and project management experience
- Experience working in advertising, marketing and/or public relations

### **Work Environment and Physical Activities**

- On occasion, may be required to work in excess of 40 hours per week to meet production deadlines
  - Travel required – approximately 12-15 trips annually
  - Visual acuity required
  - Occasional lifting of 30+ lbs.
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Note: The intent is not to provide an exhaustive list of all duties, responsibilities, or qualifications associated with this position. Incumbent may perform other duties as assigned.

To Apply:

Qualified applicants: please send a letter of interest, salary requirements and a current resume by email (with Word or PDF documents, combined in one attachment, and in the subject line, list your name and Media Placement Manager), to Human Resources at [applications@collegefund.org](mailto:applications@collegefund.org). All requested information and documents required. Open until filled.

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