

Job Details

Job Title:	Media Placement Manager
FLSA:	Exempt
Position Type:	Full-time
Reports To:	Chief Marketing and Development Officer
Location:	Denver, Colorado
Date Modified:	November 8, 2017

Position Description

In partnership with the American Indian College Fund's advertising agency, manage the production of public service campaigns and other College Fund-branded content. This position secures in-kind and paid media placement and works in collaboration with the Director of Public Education and Communications to support earned media placement, to reach potential College Fund-identified audiences. This position helps generate awareness of the College Fund amongst the general population, with the purpose of increasing engagement.

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

Essential Job Functions

1. Identifies new and cultivates existing relationships with media resources in order to secure in-kind and paid advertising for promotional asset placement.
 - a. Aligns College Fund top tier audiences with media sources
 - b. Secures in-kind and paid 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 partners to develop work plans and project timelines for the creation of promotional assets (including public service campaign) and manages partner agencies 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 agency partnerships
- a. Schedules meetings, provides notes, tracks all ongoing work

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 manage multiple projects 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

- There will be times when you will be required to work in excess of 40 hours per week in order to meet production deadlines
- Travel required - approximately 12-15 trips annually
- Visual acuity required
- Occasional lifting of 30+ lbs.

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.

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