

## Student Association of George Brown College

<b>Job Title:</b>	Advertising and Marketing staff	<b>Job Category:</b>	Support Staff
<b>Department/Group:</b>	The Dialog	<b>Job Code/ Req#:</b>	
<b>Location:</b>	Casa Loma campus	<b>Travel Required:</b>	Yes
<b>Level/Salary Range:</b>	\$15/hour 15 hours/week	<b>Position Type:</b>	Temporary-Part-Time
<b>HR Contact:</b>	Mick Sweetman	<b>Start Date:</b>	Aug. 7, 2018
<b>Will Train Applicant(s):</b>	Yes	<b>Posting Expires:</b>	June 18, 2018

**E-mail:** [humanresources@sagbc.ca](mailto:humanresources@sagbc.ca)

Subject Line: <your name>: Advertising sales Application

**Attention:** Mick Sweetman

**Job Description:**

The part-time advertising and marketing staff reports to the publications coordinator. They are responsible for generating advertising revenue and cultivating and maintaining excellent relationships with local advertisers and national advertisers.

They are also responsible for helping market The Dialog to our readers using our website, social media and handing out hard-copies of the newspaper when it is published.

**Mail:**

Mick Sweetman  
The Dialog c/o  
Student Association of George Brown College  
142 Kendal Ave. Toronto, ON  
M5R 1M3

**General Responsibilities:**

- Generating advertising revenue.
- Maintaining excellent relationships with local advertisers and The Dialog's national advertisers.
- Will act as a liaison between advertisers and The Dialog.
- Will follow-up with advertisers regarding late payments, and will bring forth outstanding accounts to the Finance Coordinator for settlement.
- Will prepare a plan for growing revenues across the print and digital editions of The Dialog, and prepare monthly advertising revenue reports.
- Promoting The Dialog online, through social media, and handing out hard copies of the newspaper.

**Requirements:**

- Working towards or completed a degree or college diploma in marketing, advertising, business administration, or equivalent AND/OR experience in marketing, sales and promotions
- Knowledge and/or experience with advertising design practices.
- Maintains a professional approach with excellent interpersonal and presentation skills
- Excellent organizational and time-management skills
- Access to a vehicle is beneficial

Mission Statement:

*We are the students of George Brown College committed to supporting each other in the struggle for student rights, the pursuit of quality education and the provision of services in a safe, accessible and equitable environment.*

## **Student Association of George Brown College**

*Commitment to Equity:*

*The Student Association is an equal opportunity employer and welcomes candidates from among those groups of individuals that are traditionally underrepresented to apply.*