

STUDENT LABOR POSITION DESCRIPTION

Department: The Pinnacle

Position Title: 0-4 Ad Sales/Design

I. Grade Level:

II. Description:

- a. The following are the essential duties for an ad sales person/designer in the Department:
 - i. Locate potential advertisers and present them with advertising opportunity in the Pinnacle.
 - ii. Maintain professionalism.
 - iii. Communicate with business manager and ad manager.
 - iv. Assist in designing ad to advertiser's specifications.
 - v. Assist in collection of money owed for ads.
 - vi. Maintain a good relationship with advertisers.
- b. The following are *possible additional* duties for this position:
 - i. Distribute newspaper to advertiser.
 - ii. Work regular office hours.
 - iii. Attend staff meetings
 - iv. Ability to give and take constructive criticism.
 - v. Help keep the office clean.

III. Learning Opportunities:

- a. Gain business knowledge.
- b. Develop interpersonal skills.
- c. Develop organizational skills.
- d. Become proficient with computers.
- e. Community involvement.

IV. Basic Qualifications:

- a. General: professionalism and organizational skills.
- b. Skill: experience dealing with the public.
- c. Physical: none.
- d. Academic: C or better.

V. Desirable Qualifications:

- a. Sales and design experience.
- b. Interest in journalism.
- c. Assertiveness.

VI. Narrative Summary:

The 0-4 ad sales/design consultant must be professional and competent with a high energy level. He or she must be able to work with the advertising team and the general Pinnacle staff to make sure the paper comes out. He or she must be willing to learn.