

Ads run free for members and students for six weeks. **Deadline is Tuesday 10:00 a.m.** Numbers in parentheses indicate weeks the ad has run. Email to info@arkansaspress.org or fax to 501.374.7509.

MARKETING MANAGER

WEHCO Digital Media is seeking a creative and results driven marketer to plan, design, and manage our marketing initiatives in support of growing our digital subscription business through subscriber acquisition and retention. As an industry leader, WEHCO considers this role as essential to promoting our brand and mission of delivering quality local journalism in the communities we serve. As the company's Marketing Manager, you will work alongside all levels of management at newspaper divisions throughout the company. You will assist in creating customer-focused strategies that drive audience engagement and subscriber growth. By leveraging the audience data collected through WEHCO's customer data platform (CDP), you will identify and create new audience segments used to target our marketing initiatives that drive new conversions and build higher retention. Key Responsibilities: work with cross departmental teams across multiple markets to develop, prepare and execute monthly and quarterly marketing plans, plan, create, and oversee the design, content, and production of all marketing materials that support subscription sales and branding campaigns across multiple channels including but not limited to email, online display advertising, audience extension, print advertising, and social media advertising, maintain quarterly marketing calendar for WEHCO's newspapers and track marketing campaign results, ensure marketing deliverables and scheduling objectives are met, maintain promotional subscription offer checkout pages ensuring all offers align with established pricing

guidelines and branding objectives, establish expert level knowledge of all company marketing technology platforms while optimizing marketing automation and audience development journey's through multiple channels, review data analysis and metrics to ensure campaigns meet predetermined objectives, guide and help in preparation of marketing activity reports and present them to the leadership team. Knowledge, Skills and Abilities: The ability to work harmoniously within a diverse, talented multi-level organization to achieve results is required, must exhibit a test-and-learn mindset with a strong ability to A/B test campaign approaches while analyzing results to inform and determine broader marketing strategy, must have extensive experience working with Adobe Creative Suite -- specifically with mockups, web and email design, and multimedia presentation, must have an adaptive design eye and skillset, must have a proven track record of results in generating subscription sales, must be an expert with the latest trends and best practices in online marketing and performance tracking, strong verbal and written communication skills are required, must possess a strong ability to craft impactful marketing messaging that highlights our brand and mission, must be data driven with strong analytical skills, excellent organizational skills and being detail oriented is required. Minimum Qualifications: Education: Bachelor's Degree in Marketing or a related field is preferred. Experience: Minimum of 5 years of prior experience in marketing management, preferably with subscriber sales for local media. A combination of education and experience could be used in lieu of education and/or experience.

Resumes may be emailed to tstaten@arkansasonline.com (1)

GENERAL MANAGER

The *Batesville Daily Guard* is seeking a GM with a strong background in advertising sales. Great opportunity for the right candidate with excellent advancement opportunities. Must be hands on and ready to dive into the community. Salary plus incentive including a full benefits package. Send your resume to: dmosesso@jonesborosun.com (2)

FEATURES EDITOR

Are you passionate about feature writing? Put your skills to use in a fun and collaborative workplace. The *Jonesboro Sun* is looking for a features editor to produce our weekly living section and community pages as well as write the occasional feature for the daily newspaper. Photography skills a must. This is a full-time position. The ideal candidate will have a bachelor's degree in journalism and at least two years of professional reporting experience. You should be able to demonstrate excellent time management skills as well as ability to write engaging, accurate stories on deadline. You must be able to shoot photos for your own stories. Experience with Photoshop and InDesign a plus. You will use social media to share your work and engage our audience, work well on deadlines, and demonstrate an ability to manage a flexible work schedule that includes occasional evenings and weekends. We offer a competitive compensation package, including paid holidays, vacation, health, vision and dental

benefits and a 401k plan. Jonesboro is a thriving city with a population of about 70,000 in Northeast Arkansas and is the home of Arkansas State University, which has a main campus enrollment of about 13,000. Jonesboro is about 1 hour northwest of Memphis. Please email cover letter, resume, employment references and five samples of published work, including photos, to Chris Wessel, Editor, cwessel@jonesborosun.com. (3)

REPORTER

The *Advance-Monticellonian*, an award winning weekly newspaper located in Monticello, a growing, family oriented community in Southeast Arkansas, is looking for an energetic and organized reporter to join its newsroom. The ideal candidate must be a creative, solid writer; attentive to detail; and flexible enough to help with Web and design duties. Experience with InDesign, Photoshop, photography and social networking are a plus. Knowing the people and having connections in Southeast Arkansas is also a bonus. There will also be opportunities to write for annual magazines and special sections. The pay is negotiable and based on abilities and experience. Other benefits - like health insurance — are included. If you want to be a part of an energetic new enterprise and live in a beautiful part of Arkansas, send your resume and writing clips to Publisher Tom White at: publisher@monticellonews.net (4)

MANAGING EDITOR

The *Columbian-Progress*, a twice-weekly newspaper in Columbia, Miss., has an opening for a managing editor. This is not a desk job, and there is an emphasis on writing news stories and taking photographs on a broad range of topics. Page layout skills are preferred but not required. The news staff also includes a full-time sports editor and the editor/publisher. Columbia is a strong South Mississippi community

with good public schools (the Columbia School District is rated a B with two of its four schools rated as As) and a thriving, growing downtown. It is home to successful industries like Southern Tire Mart and Looks Great Services and is just 30 minutes from Hattiesburg and two hours from New Orleans. The *Columbian-Progress* has consistently been recognized as being one of the top newspapers in its class by the Mississippi Press Association, and we have a firm commitment to being a strong voice in our community and continuing to provide the editorial resources necessary to do that. We are part of Emmerich Newspapers, a family-owned newspaper group based in Jackson, Miss. Pay range is \$25,000 to \$30,000 and includes health insurance, life insurance, paid vacation and sick leave, and bonus opportunities. To apply, email a resume and three work references to Publisher Charlie Smith at csmith@columbianprogress.com. (4)

FELLOWSHIPS AVAILABLE

The Reynolds Journalism Institute is now accepting applications for 2019-20 fellows. RJI is looking to advance new products, services, ideas and storytelling techniques with funding, mentoring, testing and promotion. RJI offers three types of fellowships. Residential fellows earn \$80,000 and spend eight months at the Missouri School of Journalism. Want to work from your home base? We offer \$20,000 non-residential fellowships. Newsrooms and civil society organizations can apply for institutional fellowships that offer \$20,000 stipends. All three options include additional funds for travel, technical development and market application deadline is Jan. 31, 2019. (5)

REPORTER

The *Jonesboro Sun* is seeking a self-motivated, inquisitive applicant to fill an open full-time reporter position. This position will include general assignment reporting duties as well

as beat-specific responsibilities. This position requires some night and weekend shifts. While a bachelor's degree — preferably in journalism or communications — is preferred, it is not a requirement if the candidate has prior reporting experience at a daily or weekly newspaper or media outlet. *The Jonesboro Sun*, which publishes mornings seven days a week, offers competitive pay with benefits, including vacation time, health insurance and a matching 401k retirement plan. Jonesboro is a thriving city with a population of about 77,000 in Northeast Arkansas and is home to Arkansas State University, which has a main campus enrollment of about 13,200. Send resume and at least five work examples to: Editor Chris Wessel at cwessel@jonesborosun.com, or 518 Carson St., Jonesboro, Ar., 72401 (5)

GENERAL MANAGER

Texarkana Gazette located in Texarkana, AR, “a thriving community that places business at the core of progress,” seeks an experienced leader who is innovative and results-oriented. He or she will manage all of the operations for the *Texarkana Gazette*, a seven day a week newspaper and an in house digital agency. This individual must possess exceptional leadership, marketing and communication skills as well as be dedicated to growing all aspects of a profitable newspaper. The ability to think strategically and work with managers to develop and execute plans is essential. We are looking for a proven leader with excellent organizational, financial and management skills. Community involvement is also necessary and encouraged. Ideal candidates will have experience as a general manager or advertising sales leader of a newspaper. The *Texarkana Gazette* is owned by WEHCO Media, an industry leader offering a competitive salary commensurate with experience and a comprehensive benefits package including health insurance, 401K and profit sharing. Please email resumes to bdaniels@arkansasonline.com. (6)

Open Position? Equipment for Sale? List It Here!