

CONTENT SPECIALIST

The University of Arkansas System Division of Agriculture is looking for a Content Specialist in Fayetteville. The Content Specialist will create written and visual content that communicates the positive impact of work done by U of A System Division of Agriculture faculty. In particular, the Content Specialist will write news stories and website content that demonstrate the value of agricultural and food research conducted by Arkansas Agricultural Experiment Station scientists. The Content Specialist will participate in media relations by developing strong media lists, creating and delivering on-target pitches to enhance media placements, and being of service to reporters seeking information for stories they generate. The Content Specialist will also assist with AAES social media management and other visual content creation as needed. Key skills required: Ability to demonstrate solid news judgment, use high-level writing/reporting techniques to make stories appealing for news media and the public, and be familiar with AP writing style. Self-starter who doesn't wait on assignments, but can be enterprise-oriented. Meticulous attention to detail in writing/editing projects. Ability to manage multiple priorities and complete projects on time. Experience with DSLR photography, videography, and/or graphic design is a plus. Visit <https://jobs.uark.edu/postings/37708> to learn more and apply, or email nkordsme@uark.edu. The U of A System Division of Agriculture offers all its Extension and Research programs and services without regard to race, color, sex, gender identity, sexual orientation, national origin, religion, age, disability, marital or veteran status, genetic information, or any other legally protected status, and is an Affirmative Action/Equal Opportunity Employer. (2)

ADVERTISING DIRECTOR

Phillips Media Group (*Harrison Daily Times*) is looking for a highly motivated, creative Multimedia Sales Manager to lead of our print and online advertising sales team. This is a challenging opportunity for an individual who possesses an understanding of marketing and advertising with a proven ability to develop effective and creative sales programs for small and medium-sized businesses. Located in the beautiful Arkansas Ozarks, we also produce niche publications and a tourism magazine. This position requires the ability to develop specific market solutions based on client formal needs analysis; have an understanding of accounts business and industry to develop effective advertising programs; good communication skills; multi-tasking skills with strong focus on detail, managing budgets and contracts; the ability to deliver multi-media solutions under pressure of tight deadlines. The ideal candidate should possess a high level of business sales acumen, marketing experience, digital understanding and creative flair. Our group is comprised of three daily newspapers, six weeklies plus shopper and affiliates. We enjoy a high quality of life and a low cost of living. As a team leader, your voice will be heard and your opinion matters. We offer an excellent pay plan and benefits programs including mileage reimbursement and other expenses, medical, dental and vision plans, paid personal time, life insurance and a 401k program. The typical work schedule is Monday-Friday, 8 a.m. to 5 p.m. Earning potential (salary plus commission) is in the high 40s or greater with success. To apply for and learn more about this position, send resume with cover letter to jimp@phillipsmedia.com. Phillips Media Group is an Equal Opportunity Employer. (3)

ADVERTISING MANAGER/ SALESPERSON

The Helena World, one of the oldest newspapers in Arkansas, is looking for a self-starter for the position of Advertising Manager/Salesperson for this weekly publication and website. The successful candidate will get involved in the community, have the ability to communicate effectively, and be willing to lead by example. Responsibilities include managing all aspects of the business's advertising initiatives to achieve monthly goals, planning and implementing revenue generating promotions for both print and online, working with the, general manager/editor and publisher to make sure the paper is designed well and meets all required deadlines. A salary and commission package will be offered that is commensurate with skills and experience. Please send a resume and cover letter to helenaworld2019@gmail.com. (4)

MARK YOUR CALENDAR

APA will be closed on
Thursday, Nov. 28
and Friday, Nov. 29 for
the Thanksgiving holiday.

