



Position Description	2.02.01
Date of Enactment	July 2019
Date last reviewed	July 2019

## **ADVERTISING COORDINATOR**

**REPORTS TO** the Vice President for Operations

### **DEFINITION**

The Advertising Coordinator is responsible for sales of advertising in *Needle Pointers*, the Seminar Brochure, the Participant Handbook, and other ANG publications

### **OBJECTIVES**

1. To increase ANG's revenue from sales of advertising in our publications

### **STRUCTURE AND TERM OF OFFICE**

1. Term of office shall be two years.
2. Appointment shall be at the discretion of the Board of Directors (BOD), with renewal by the BOD at the end of Seminar in odd numbered years or when a vacancy occurs.
3. At the conclusion of the term in office, the Advertising Coordinator will transfer all files and records to the new Advertising Coordinator or to the Board Liaison.

### **RESPONSIBILITIES AND PROCEDURES**

1. Work with the Association Management Company (AMC) to determine ad pricing to meet budget goals
2. Work with the editors of ANG publications to determine editorial schedule, insertion deadlines, and materials delivery deadlines.
3. Review ad sales materials and contribute to sales documents as needed
4. Serve as the key contact for ad sales
5. Prospect and solicit ads for all publications
6. Secure insertion orders from clients for advertising and submit them to the AMC Coordinator
7. Coordinate fulfillment of advertising swap agreements. Submit ads to partners in a timely manner
8. Monitor advertising invoices and payments; follow up on outstanding receivables notifying editor of cases where an advertiser is 90 days past due. At this point no additional advertising will be inserted until the past due balance is received
9. Provide the Board Liaison a monthly status report on ad sales and income

### **FINANCES**

1. Reimbursement will be paid for these expenses: postage, photocopying, office supplies, and other Board-approved purchases incurred in the business of this position. Official ANG forms are available from the Treasurer or the designated Board Liaison. Copies of receipts must be attached to the reimbursement request. Submit check request forms to the Board Liaison for approval and subsequent payment by ANG.
2. The Advertising Coordinator will be reimbursed for travel expenses up to \$300 to attend Seminar; there will be no other reimbursements.

**GENERAL**

1. Article XII, Section 2 of the ANG Bylaws state: "The President shall be a member *ex-officio* of all committees except the Nominating Committee." ANG practice also includes the President Elect.
2. This Committee Description may be changed by the Board of Directors or upon recommendation by the Volunteer Coordinator with approval from the Board.