TEXAS STATE UNIVERSITY
The rising STAR *of Texas*

Coordinator, Student Publications Advertising

Job Code 50019136

General Description
Responsible for the daily sales and management of display and classified advertising accounts.

Examples of Duties
Contact businesses, advertisers and potential clients to discuss advertising rates, promotions and related advertising services.
Develop and implement marketing ideas, sales promotions, prospect lists and other projects.
Coordinate inserts distribution, circulation locations, volume and cost.
Determine rates for advertising.
Develop advertising policies and procedures.
Negotiate adjustments and credits with client and others.
Plan special sections of the paper.
Analyze business and advertising trends.
Review, approve and process all incoming national advertising orders.
Prepare advertising dummies and determine number of pages for daily paper.
Blue line and paste ads for publication.
Monitor production and proofing of advertising.
Modify, interpret, and enforce legal standards of acceptance.
Develop advertising survey.
Perform other duties as assigned.

Knowledge, Skills, and Abilities
Knowledge of: Laws, guidelines, policies related to acceptable advertising.

Skill in: Preparing promotional copy, proposals, letters and contracts, ad copy for clients; speaking with clients and others; completing advertising campaigns; giving presentations.

Ability to: Prepare advertising inserts; perform basic math; explain policies and negotiate problems; work under deadlines; delegate work to others.

Education and Experience
To qualify for this classification, an individual must possess any combination of experience and education that would likely produce the required knowledge, skills and abilities.

Other Requirements