



MARKETING MANAGER

Department / Program: Hopi Tutuveni
Reports To: Director/Managing Editor
Salary/Hourly Range: 40
FLSA Status: NON-EXEMPT; Full-Time, Part-Time, Temporary

VALID DRIVER'S LICENSE REQUIRED
PD Revised: 4/14/2016

INTRODUCTION:

The Marketing Manager manages the day-to-day marketing and sales activities of the Tutuveni and long term marketing and sales strategy for the newspaper. This position is responsible for planning and organizing the marketing, advertising and sales component of the Tutuveni to generate revenue for the business. The incumbent performs duties of considerable difficulty and complexity requiring working knowledge & skills in marketing, sales, advertisement, negotiation, public relations and newspaper publication methods, techniques, policies & procedures.

KEY DUTIES AND RESPONSIBILITIES:

(The following examples of duties are intended to be illustrative only and are not intended to be all inclusive or restrictive.)

1. Responsible for all marketing, advertising and sales of the newspaper.
2. Develops and implements the marketing, advertising policies and sales strategy in line with the Tutuveni's short and long range goals & objectives.
3. Develops and coordinates all marketing campaigns with sales activities.
4. Oversight of the Tutuveni's marketing budget, including bookkeeping, preparation and processing of invoices/billings and working closely with Tribal Treasurer's Office to ensure accurate balance of all accounts.
5. Creates all marketing material in line with approved marketing plans.
6. Plans and implements promotional campaigns.
7. Monitors and reports on effectiveness of marketing communications.
8. Maintains effective internal communications to ensure that the Managing Editor is kept informed of marketing and sales objectives.
9. Works closely with the Tutuveni Editor to design advertising layout for each publication.
10. Prepares and submits required monthly & quarterly reports and sales data to Managing Editor and Editorial Board.
11. Performs other related duties as assigned or authorized by the Managing Editor in order to achieve office/Tribal goals and objectives.

PHYSICAL EFFORT & ENVIRONMENTAL FACTORS:

The work performed in a standard office environment requiring normal safety precautions typical of office/meeting rooms and working around office machines/equipment; and in the community, Travel on and off the reservation is required.

MINIMUM QUALIFICATIONS:

1. Required Education, Training and Experience:

Education: Associates Degree in Marketing, Advertising, Accounting or Secretarial Science with emphasis in bookkeeping.

AND

Experience: Two (2) years work experience in marketing, advertising, bookkeeping, office management (Executive Secretary level) and preferable experience in the newspaper business.

OR

Any equivalent combination of Education & Experience, which demonstrates the ability to perform the duties of the position.

2. Required Knowledge, Skills and Abilities:

Knowledge:

- Knowledge of the newspaper marketing/advertising methods, techniques and procedures.
- Knowledge of public relations and customer service principles, practices and techniques.
- Excellent working knowledge of publishing applications/software.
- Knowledge of federal and tribal regulations and policies related to the activities of the Tutuveni.

Skills:

- Excellent verbal and written communication skills in preparing correspondence, marketing reports and conducting effective presentations.
- Skills in establishing and maintain effective relationships.
- Excellent organizations & analytical skills.
- Excellent public relations skills.

Abilities:

- Ability to manage multiple projects.
- Ability to work independently.
- Ability to work under stress conditions and be able to meet deadlines.
- Ability to effectively use internet browser and FTP software.
- Ability to establish and maintain professional working relationship with others.

NECESSARY SPECIAL REQUIREMENTS:

1. Possess and maintain a valid Arizona Driver's License and complete the Hopi Tribe's Defensive Driving course.
2. A background Investigation, character and employment reference check is required. Must be able to pass random drug and alcohol screening.

DESIRED REQUIREMENT:

1. Speak and understand the Hopi language fluently.