

## **RENEWAL ADVERTISING COORDINATOR**

The job of advertising coordinator is currently being performed by two separate people. One person is responsible for soliciting new advertisements for the newsletter. The other person is responsible for renewing current advertising accounts.

The job of advertising coordinator consists of renewing current accounts and soliciting new ones for the Mother's Club monthly newsletter. It is always best for the club and the client to place annual commitments, which results in less of a time commitment for the coordinator. To meet budget, you will need to have a monthly goal. Months around the holidays should be a little higher than other months.

Job duties for the person responsible for renewing current accounts are as follows:

1. Maintain the advertising binder, updating the advertising worksheets as accounts expire or are renewed. Contact current advertisers when their accounts expire to discuss renewal (either by email or phone).
2. Follow-up on emails or calls a few days following to make sure to get renewals from all advertisers who want to commit.
3. If ad copy and check are not received by the morning of the deadline, call the advertiser to inform them that you did not receive their renewal. Placing a call may keep a good relationship with the advertiser, as in the past ads and payments have been sent but not received.
4. Make arrangements with the newsletter designer for any changes to be made to renewed ads.
5. Collect payment for renewed ads and forward it to the treasurer. Supply receipts to clients upon request.
6. On the ad deadline of each month, email a list of advertisements for the next newsletter to the newsletter designer and newsletter editor. Also email a list of advertisers and their addresses for the next newsletter to the database coordinator.

All board members are strongly encouraged to attend monthly board meetings and monthly general meetings. All board members are also asked to occasionally mentor new members by calling them, welcoming them to the club, offering to answer any questions they may have about club activities, etc.

Revised 8/26/02

Number of Coordinators = 2

Time Involved = Approx. 2 hours per month, mainly at the beginning of each month.

Active Position = Yes

## NEW ADVERTISING COORDINATOR

The job of advertising coordinator is currently being performed by two separate people. One person is responsible for soliciting new advertisements for the newsletter. The other person is responsible for renewing current advertising accounts.

The job of advertising coordinator consists of renewing current accounts and soliciting new ones for the Mother's Club monthly newsletter. It is always best for the club and the client to place annual commitments, which results in less of a time commitment for the coordinator. To meet budget, you will need to have a monthly goal. Months around the holidays should be a little higher than other months.

Job duties for the person responsible for new accounts are as follows:

1. Respond to occasional inquiries regarding new advertisements. Keep a couple of extra newsletters on hand to mail to prospective clients. If a client wishes to place an ad, the advertising coordinator forwards the advertisement to the newsletter designer, forwards the check to the treasurer, and creates a new advertising worksheet for the advertising binder.
2. If needed to meet budget, solicit new ads from business who may benefit from our audience of 400+ members consisting of young families.

Once you have the commitment from your client:

3. Pick up ad (two copies or cards) and check. You may need to update ads as needed by client, but the check should be for their total commitment.
4. Enter into advertiser database, by month.
5. Create new advertising worksheets for new accounts. Send the worksheet to the renewal advertising coordinator.
6. Send checks to treasurer
7. Keep one copy of ad for your records and send one copy to newsletter editor.

All board members are strongly encouraged to attend monthly board meetings and monthly general meetings. All board members are also asked to occasionally mentor new members by calling them, welcoming them to the club, offering to answer any questions they may have about club activities, etc.

Revised 8/23/02

Number of Coordinators = 2

Time Involved =

Active Position = Yes