



Position Description

Advertising Manager

A rapidly growing organisation in an increasingly high profile and rewarding field.

ATA is a not for profit community organisation that promotes renewable energy, energy efficiency and water conservation. The organisation has over 5500 members and promotes sustainability to the wider community through its quarterly magazine and public workshops.

ATA advocates in both the government and industry arena, promoting access to good building design, water conservation and renewable energy technologies, as well as continual improvement of the technology, information and products needed to change the way we live. The ATA is a growing organisation in an increasingly high profile field.

The ATA exists to empower our community to develop and share sustainable solutions for the way we live.

Position Name	Advertising Manager
Duration of Employment Period	9 months (potential to be ongoing)
Employment Basis	Contract
Number of hours per week	37.5
Remuneration	\$49,200 plus superannuation
Reports to	Communications Manager
Staff supervision	Nil

Role Description

The Advertising Manager will work within our dynamic communications team. ATA publishes *ReNew: technology for a sustainable future* and *Sanctuary: sustainable living with style* magazines which are sold on newsstands across Australia and New Zealand and have a growing subscription base. The team also maintain the ATA website and produce other publications and books.

As part of this team, the Advertising Manager is responsible for maintaining excellent relationships with advertising clients in the sustainability sector and forming partnerships for other ATA activities.

The Advertising Manager will be responsible for:

- Maintaining the reputation of ATA and its magazines to our advertisers.
- Maintaining and increasing the advertising revenue for the magazines and online advertising.
- Working as part of the Communications Team to maintain and improve the quality of our magazines, publications and our website.

- Developing partnerships for other ATA activities.

Specific Duties

The main responsibility will be maintaining the smooth administration of *ReNew* and *Sanctuary* magazine's advertising section, with support from ATA's communications team.

Primary responsibilities

- Sourcing new clients from the internet, industry and other publications and following leads from the communications team
- Maintaining relationships and communications with existing and prospective advertisers
- Development advertising strategy
- Development of advertising marketing and promotional materials
- Fielding advertising enquiries and bookings and responding to them in a timely manner
- Ensuring advertising copy is received and free of errors
- Invoicing advertising clients and chasing any outstanding payments
- Keeping accurate and detailed notes on the communication between clients, graphic designers and advertising houses
- Accurate data entry and financial records
- Liaising with the ReNew and Sanctuary editorial team
- Sourcing Subscriber Prizes from industry contacts
- Updating the Classifieds and Members Discounters pages on the ATA website
- Investigate and develop new avenues and packages to increase advertising revenue
- Promote ReNew and Sanctuary magazine by developing and submitting for awards
- Manage cross-promotional opportunities with other media outlets and organisations
- Develop cooperate sponsorship packages for ATA

Required skills and qualifications

- Excellent communication skills and phone manner
- Marketing and coordination skills
- Data entry skills and attention to detail
- Good computer skills and knowledge of graphics software including: Database management (FileMaker), word processing skills and familiarity with email and fax software
- Additional computer skills (ideal): InDesign, PageMaker, Photoshop, Adobe Acrobat
- Office administration experience

Applications close

Sunday 10th May 2010

Please send through an application addressing the required skills and qualifications.

Send applications to:

Donna Luckman

Email: donna@ata.org.au

Level 1, 39 Little Collins St

Melbourne VIC 3000

For further information contact

Donna Luckman

ATA Communications Manager

Ph: (03) 9631 5410 or email: donna@ata.org.au