

**- ADVERTISING MANAGER – EMBROIDERY CANADA –
JOB DESCRIPTION**

Function	Appointee to the EAC Board Works under Editor of <i>Embroidery Canada</i> Solicit and maintain good relations with advertisers Give support to the Editor of <i>Embroidery Canada</i> Member of the editorial committee; chosen by the Editor Member of the publicity committee
Length of Commitment	Two-year term; may be extended by mutual agreement Usually coincides with term of Editor
Duties	Develop an open relationship with the Editor; stay informed so you can exchange ideas and offer help when needed Solicit new advertisers; maintain good relations with current advertisers Notify advertisers of renewal times, current rates, discount rates and terms of payment Keep track of advertising accounts to ensure payments are current (i.e. no payment, no ad) Collect and forward advertising monies to Treasurer Assist Editor in gathering advertising materials (i.e. ascertain what the advertiser wants in the ad) and in proofing the ad with the advertiser prior to being submitted to the printer Send copy of ad to advertiser after the issue is published Monitor EAC ad material for updates or corrections. Alert appropriate EAC Board member of mistakes Review ads for order and consistency prior to Editor submitting information to the printer (i.e. re capitalization, punctuation, format, etc.) Review proofs for corrections to ad material Review entire issue proof with Editor for errors, format and consistency between issues Work with EAC Vice President to carry out goals and objectives of publicity committee Reply to correspondence in a timely fashion Prepare and submit report for the semi-annual Board meetings
Time Commitment	1 hour per day, preferably during business hours Additional time as necessary to respond to correspondence, etc.

Meetings to Attend	None required by EAC As necessary with Editor
Skills Required	Excellent editorial skills (i.e. good eye for detail, ability to ensure reproduction quality) Understanding of print requirements Ability to maintain excellent relationship with advertisers Excellent communication skills, tact, diplomacy, confidence Excellent organizational skills Ability to meet deadlines Computer literate with access to home computer, including email
Skills Developed	Detailed knowledge of the operation of EAC Interpersonal skills working as a national Board member

ADVERTISING MANAGER - TIME LINE

January	By 20 th : Deadline for submissions to Spring/March issue #3 of <i>Embroidery Canada</i>
February	Proof Spring/March issue #3 of <i>Embroidery Canada</i>
March	
April	By 20 th : Deadline for submissions to Summer/June issue #4 of <i>Embroidery Canada</i> Prepare and submit report for May Board meeting; use Board Listserve
May	Proof Summer/June issue #4 of <i>Embroidery Canada</i>
June	At the end of term of office: <ul style="list-style-type: none">• Update job description• Forward files to replacement a.s.a.p.
July	By 20 th : Deadline for submissions to Fall/September issue #3 of <i>Embroidery Canada</i>
August	Proof Fall/September issue #1 of <i>Embroidery Canada</i>
September	
October	By 20 th : Deadline for submissions to Winter/December issue #4 of <i>Embroidery Canada</i> Prepare and submit report for November Board meeting; use Board Listserve
November	Proof Winter/December issue #4 of <i>Embroidery Canada</i>
December	
Ongoing	As outlined in 'Duties' Reply to correspondence in a timely fashion Submit quarterly expense forms Promote EAC

