

# Marketing Manager Tasks for Spindrift

## Initiating

- Attend all meetings of full staff.
- Keep SCC bookstore and main Humanities office stocked.
- Monitor consignments at Seattle area (and possibly other) bookstores, resupply as necessary, and collect income. Put checks in an envelope in Faculty Advisor's faculty mailbox (not the Spindrift mailbox). Notify Faculty Advisor of any cash (above petty cash) that needs to be deposited.
- Meet with other editors to set up time-table for the year.
- Work with Art Editor to have "seeks submissions" flyer designed and printed. Distribute it on campus and to other local outlets. (Note: Before printing or distributing this or any other off-campus publicity, have it checked by the college's Public Information Officer.)
- Work with Public Information Office to coordinate press releases to magazines, newspapers, and newsletters.
- Arrange for notices to go out to local colleges' creative writing and fine art departments.
- Contact and work with other campus clubs to interest them in selling Spindrift (on consignment) to help raise funds for their activities.

## Submissions

- Get coverage in EBBTIDE on seeking submissions on book sales. Art Editor will handle ads.
- Seek library subscriptions and purchases.
- Prepare and do mailing, using mailing list.
- Schedule and oversee sales table in PUB each quarter.
- Take primary responsibility for all displays and sales events, including scheduling who'll do the selling. Make sure they have books, hand-outs, and change. Work with Art Editor to get any necessary signs or display material. Handle receipts and inventory.
- Participate in jurying of literary and or art work if you like.

## Design & Printed Work

- Work closely with Managing Editor on Spring Quarter Reading/Celebration. Oversee publicity and sales for it.
- Oversee orders, consignments and sales of books.
- Work with Art Editor to prepare advertising of book.
- Coordinate the publication of this advertising.
- Send notices of publication to the college departments listed above.
- Prepare and send out press kits for book review to local publications that do reviews.
- Set up and coordinate sales at Bumbershoot on Labor Day weekend.

## Skills and Abilities Required

- Knowledge of the general principles and processes involved in publicizing, advertising, and selling a publication
- Strong writing and verbal skills
- Ability to handle money responsibly, keep records, monitor inventory, and prepare reports of sales and income
- Ability to work closely with students, faculty, and campus staff
- Ability to meet the public and represent *Spindrift* in a manner that will enhance the image of the publication
- Ability to organize other staff members' participation in public sales
- Ability to anticipate occasions when plans must change, and to develop and implement alternative approaches
- Strong time management skills, reliability, attention to detail, and willingness to be available for some responsibilities outside of normal working hours