

TGA

ADVERTISING & PARTNERSHIPS DIRECTOR

Reports to: Deputy Editor / CEO

TGA launched into the UK market in 2009. It is the only UK digital and print title dedicated to women in music, and we have an impressive list of contributors, a commitment to maintaining our core values and a significant presence and respect in both feminist and music circles.

THE ROLE

- To sell adverts for TGA across the print magazine and website.
- To source and secure partnership and sponsorship opportunities.
- To ensure all advertising adheres to brand guidelines.
- To ensure all revenue streams are maximised.

CORE RESPONSIBILITIES

- Sell print and online ad space in accordance with brand guidelines
- Be an ambassador for TGA at all times: understand that selling ads for a women's music magazine is a political act
- Sourcing contacts at target brands and organisations
- Establishing and maintaining good relationships with brand representatives
- Working closely with Editor-in-Chief, Art Director, Marketing Director, Social Media Manager and Website Editor to ensure all adverts are well-placed and adhere to brand guidelines
- Working closely with Projects Director to source sponsorship and partnership opportunities for events, workshops and special projects
- Sourcing opportunities for sponsored posts for website
- Negotiating rates across print magazine and website
- Ensuring all print deadlines are met
- Establishing and maintaining Ad Sales accounts
- Keep abreast of industry trends and communicate with team
- Updating print flat plans regularly and communicating each ad sale with Editor-in-Chief, well ahead of print deadlines
- Working with the Designer, where necessary, to create sample ads for clients
- Processing all paperwork relating to accounts; invoicing, chasing payments where necessary
- Delivering advertising or illustration proofs to clients for approval
- Preparing promotional plans, sales literature, media kits, and sales contracts
- Recommending appropriate sizes and formats for advertising
- Identify new markets, distribution channels and increase ad sales
- Regularly review analytics and social media insights
- Obtain and study information about clients' products, needs, problems, advertising history, and business practices in order to offer effective sales presentations and appropriate product assistance.

TGA

YOU WILL

- Have excellent verbal and written communication skills
- Have a proven interest in music and feminism
- Have a working knowledge of the advertising industry
- Be target-focussed
- Be reliable
- Be proactive, as you will often be working remotely

EXPERIENCE

- A minimum of 2 years experience working in advertising, preferably in a publishing environment
- Preferred: a degree qualification of 2:1 or above

PAYSCALE:

20% of revenue generated + bonuses when applicable

TO APPLY

Please email your CV with a covering letter detailing your relevant experience and why you want to work for TGA to info@thegirlsare.com with **“Advertising & Partnerships Director – Your Name”** in the subject line.

We look forward to hearing from you!

If you do not hear back from us within one month of applying then unfortunately your application has been unsuccessful. Thank you once again for applying and we wish you all the best.