

SOCIETY OF BEER ADVOCATES ADVERTISING OFFICER FOR THE PURSUIT OF HOPPINESS JOB DESCRIPTION

PURPOSE

The purpose of this job description (JD) is to clarify the objectives and background to the role of Advertising Officer of the Pursuit of Hoppiness for the Society of Beer Advocates (SOBA). It sets out the competencies and responsibilities of the Advertising Officer.

OBJECTIVES

The objectives of the Advertising Officer are to:

- deliver paid advertising for the PoH on a quarterly basis
- provide a high level of customer service to PoH advertisers
- support the improvement of external awareness of SOBA and its work
- to contribute to the delivery of the SOBA vision and mission.

APPLICABILITY

This JD applies to any SOBA member whom the SOBA Committee agrees can act in the role of Advertising Officer.

BACKGROUND

The Advertising Officer for the PoH supports the cost-neutral delivery of the magazine on a quarterly basis. They need to have an ability to work successfully with the Editor and to demonstrate an understanding of SOBA's vision and mission to ensure advertising that is consistent with SOBA and its goals.

The Advertising Officer must be a "do-er". They must be proactive and professional in their engagement with the Editor and with advertisers. They must be a good communicator and able to work with a range of volunteers to deliver the PoH.

COMPETENCIES OF THE THE EDITOR OF THE PURSUIT OF HOPPINESS

Action and results oriented: Enjoys working hard and does so with a positive attitude and a focus on getting things done. Does not shirk from challenging tasks and seizes opportunities. Can be counted on to establish and deliver their obligations and actions and is able to measure their success. Pushes self and others to work for the success of SOBA.

Customer focus: Understands the expectations of their clients or customers and delivers tasks in a timely manner to meet those expectations. Is professional and courteous in all their dealings with their client and customer taking their views into consideration.

Timely: Can organise work to be delivered in a timely fashion, ensuring that deadlines are met. Does not fail to deliver nor make excuses when deadlines are not met. Can take action to address issues of timeliness.

Decision quality: Is able to make good decisions that support the success of SOBA and the achievement of the vision and mission. Can make decisions that others will support comfortably and in a timely manner with minimal input. Is sought out by those working for SOBA to offer advice and input into their work.

RESPONSIBILITIES OF THE ADVERTISING OFFICER OF THE PURSUIT OF HOPPINESS

The Advertising Officer must support the Editor to deliver the PoH on a quarterly basis; ensuring that there is no inappropriate or offensive advertising (such as advertising that degenerates a person or thing). It is their responsibility to support the Editor to make decisions on the nature and type of advertising, drawing any content of concern to the Editor's attention.

The Advertising Officer must agree a timetable and pricing framework for advertising content with the Editor on an annual basis and provide that timetable to all interested advertisers. These may be current or past advertisers. The Advertising Officer may make variations to the pricing framework in discussion with the Editor and the Treasurer. Decisions must be made in a manner that supports the cost neutral delivery and distribution of the PoH.

As per the timetable, the Advertising Officer must call for advertising on a quarterly basis in advance of publication. The Advertising Officer must engage with advertisers to ensure that they are clear about what they need to provide, by when and at what cost. Enough advertising must be sought to cover the cost of publication and distribution of the PoH and the Advertising Officer must provide invoicing details to the Treasurer within two weeks of the publication of the PoH.

The Advertising Officer must be polite and timely in their engagement with advertisers. They are representing SOBA and need to ensure that they provide a quality public service.

From time to time, the views and experience of the Advertising Officers may be sought by the SOBA Committee. They are expected to engage with the Committee to support the vision, mission and future success of SOBA. They are expected to behave in a way that enhances the reputation of SOBA and does not bring the organisation into disrepute. The Editor should notify the Committee and the membership of any conflicts of interests and how they will be managed.

APPROVAL DETAILS AND VERSION CONTROL

Version	Date	Approved by