

Brewers Association
Job Description Effective February 2011

Position Title: Advertising & Sponsorship Associate

Department: Sales & Marketing

Position Reports To: Sales & Marketing Director

Exempt: X **Non-Exempt:**

This is a full-time position. The Brewers Association office hours are 8:00 a.m. – 5:00 p.m., Monday-Friday.

Nature of the Position:

This position is primarily responsible for fulfillment, coordination, planning and some sales in the Advertising & Sponsorship Department. The department is responsible for revenue-generating programs such as *The New Brewer* and *Zymurgy* magazine advertising, Craft Brewers Conference & BrewExpo America advertising and sponsorships, National Homebrewers Competition sponsorships, SAVOR Supporter sponsorships, National Homebrewers Conference advertising and sponsorships, the Great American Beer Festival advertising, exhibitors and sponsorships, Brewers' Resource Directory advertising and listings, and web/banner advertising. This position is part of a three-person sales team and involves various aspects such as account management, administrative duties, print proofing, tactical marketing, onsite planning and logistics, and lead generation.

Position Responsibilities and Authority

Supervision or Lead Work: Manage day-to-day intern activities.

Budget Authority: As delegated by managers.

Planning: Assist Business Development Managers for Advertising & Sponsorship; coordinate advertising deadlines and meeting the deadlines set by the Brewers Association (BA) Graphics and Events departments; invoicing and billing for advertising and sponsorship opportunities; coordinate sponsorship logistics pre- and post-event for four BA events; contact prospective and current advertisers; prep media kits and sales mailings for prospective advertisers; plan and execute fulfillment of online advertisements (banner ads).

Program/Project Policies: Copy editing (following BA style guidelines) for classifieds and business listings in *Zymurgy*, *The New Brewer* and four event programs.

Decision Authority: Situational; as delegated by managers.

Position Duties (primary and secondary):

- **Support** Business Development Managers for Advertising & Sponsorship.
- **Contracts, letters of agreement, insertion orders** Generate advertising sponsorship contracts (new and renewals).
- **Copy edit** AHA Member Shop listings and *The New Brewer Trade Directory* changes for each magazine issue. During flat check, ensure correct ad placements and proof advertiser index.
- **Traffic incoming artwork files** Collect and organize incoming artwork files for eight regular print issues, special publications, and sponsorship fulfillment (print and online).

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- **Update** directory listings and communications tools, including AHA Member Shop listings, *The New Brewer Trade Directory* listings, Homebrew Market, *Zymurgy: An Introduction to Homebrewing*, advertising kits and rate cards, etc.
- **Communicate** and follow up on deadlines with advertisers and sponsors, including due dates for payments, artwork, sponsorship materials, etc.
- **Sponsorship fulfillment** Work directly with Sponsors to execute their event sponsorship agreements, including advertising (print/web), bag inserts, hanging banners, tickets, badges, etc.
- **Coordinate** email reminders for space close and artwork deadlines for each issue of the magazines, along with conference programs and special publications.
- **Reporting** Assist with reporting on revenues collected.
- **Lead generation & market research:** Assist with research on potential advertisers and sponsors. Fulfill requests for information from prospective clients.
- **Coordinate** and **maintain** the department's contacts within the company database, as well as in other tracking mechanisms (i.e., advertising and sponsor logs, payment logs, ad indexes).
- **Comprehend** the process of accounts receivable for advertising/sponsorship monies and verify accuracy of deposits.

Position Relationships:

- **Sales & Marketing Director** – Takes direction from Sales & Marketing Director to set and manage priorities.
- **Business Development Manager for Advertising & Sponsorship** – Key internal relationship. Works closely with the two individuals holding this position to ensure effective day-to-day and long term success.
- **Graphics Department** – Works closely with the Graphics department on advertising pre-production, Graphics requests and event sponsorship collateral materials.
- **Events Department** – Works closely in planning sponsorship logistics for onsite events; works to maintain and meet event deadlines and requests for client lists, badges, tickets, etc.
- **Marketing Coordinator** – Interacts several times per month to coordinate advertising reminder emails.
- **Member Services** – Exchange information to ensure accurate Allied Trade membership and AHA Member Shop records in the organization's database.
- **Accounting Department** – Coordinate to ensure accurate recording of deposits/credits and verify accurate invoicing.
- **Web Department** – Coordinate to make regular updates in the Advertising & Sponsorship sections of the Brewers Association's various websites; gain insights on using Google AdManager to fulfill and report on web banner advertising.

Travel Required: Great American Beer Festival (Denver). Travel to other company events such as the Craft Brewers Conference and Homebrewers Conference as needed.

Skills, Knowledge and Education Required:

- Must be detailed-oriented, with superior organizational skills.
- Must be a strong planner, yet flexible in doing what it takes to achieve tasks. Must be dependable in anticipating and meeting numerous deadlines.
- The ability to handle multiple tasks is crucial.
- Must be able to communicate effectively with various external client contacts as well as internal clients/colleagues to drive projects to success. Solid writing skills.
- Solution-oriented, team player.

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- Skilled at asking questions to uncover information.
- Must be nimble enough to shift quickly among a variety of advertising and sponsorship projects and priorities.
- Knowledge of software programs including Outlook, Microsoft Office Suite. Familiarity with advertising and logo file types desirable.
- Database experience (Access and/or proprietary databases) a plus.
- Google AdManager experience desirable.
- Advertising and sponsorship sales background helpful, and/or previous account management experience desirable.
- College degree required.