**Job description for Barrow Voice Advertising Manager**

1. Get advertisers, existing and new
2. Collect copy and pass it on by a deadline to Mulberry Square (graphic designers) and the BV Treasurer
3. Send out invoices (made by treasurer)
4. Collect money in

**Detailed procedures**

**General arrangements**:

Barrow Voice is a BUSCA publication (BUSCA = Barrow upon Soar Community Association). BUSCA is a registered charity (CIO) and underwrites any short fall of income/expenditure.

There are 4 editions of Barrow Voice per year: mid September, very early December, mid March and mid June. Currently, the BV year starts with the September issue although this could be altered, preferably to December 31st.

There is an editorial committee of 9 currently. Meetings are held quarterly, roughly a week after each edition is delivered. It would be expected that the Advertising Manager attends the committee. Meetings are usually in the evening (7.30 – 9.30 at 155, Nottingham Road, BoS)

All the committee members are volunteers although some have or have had professional experience in journalism. We never pay for copy. Articles etc are generally written by members of the team or by residents of Barrow. Advertisers mostly come from a local radius although not always.

The Editor (Gaynor Barton) assembles copy and takes it by a deadline to Mulberry Square, a graphic design company whose MD used to live in Barrow (Craig Johnstone). Craig is a member of the editorial team. The Advertising Manager emails advert copy and summaries of all adverts to Mulberry Square by a deadline.

Mulberry Square discusses layout with the Editor and then produces the edition.

**Getting advertisers**

There are about 50 advertisers at the moment. The majority were signed up during July/August 2017 for the forthcoming 4 editions of our “next year” (ie Sept, Dec, March and June). They get a 10% discount for agreeing to this and they pay up front for all 4. The rest are either new or have signed up previously but don’t want to pay for all four.

In early July I send out an email \***1** to all **existing advertisers** inviting them to sign up for future editions (either all four with the 10% discount or all four to be paid per edition, or one-off editions). There is only one advertiser who has no email address (his business is in High St so this isn’t a problem). The email goes out with the year’s advert spec\***2** (which gives sizes, shapes, costs and discounts). It also goes out with details of file formats for new advert copy and costs for creating or amending existing adverts. So it also becomes an opportunity for advertisers to review the wording of their old advert.

Advertisers have become much better at responding over the last 5 years but I do follow up advertisers who do not send an emailed reply with a phone call.

I log all responses in a grid \***3** with full details. I aim to have got this task finished well before the deadline for Mulberry Square (early August).

**New advertisers:** After the delivery of each edition and after the next editorial meeting (about a week later), I concentrate on trying to find new advertisers. One strategy is to note new Barrow businesses and offer an “advertorial” ie they pay for an advert and there is a (free) article about the business/person/local connections. This is often written by me after a short chat. Doesn’t have to be.

I get a string of emails enquiring about advertising in BV. I always reply quickly, attaching the advert spec and giving relevant dates. I always make a note \*3 of the enquirer’s details and my reply. It is usually worth giving a prompt if there has been no reply for a couple of weeks.

There are all sorts of possible approaches to drum up new business eg contacting local firms who advertise in The Quorndon, The Bradgate, our Parish Magazine, etc etc. I rarely do this, partly because it takes a lot of time, partly because we don’t want more than about 13 - 14 pages of adverts.

**Communicating with Mulberry Square**

I forward on details and copy of any new advertiser to Mulberry Square as it comes to me. I also pass on any major editing requests from existing advertisers, often with a request for MS to contact the customer to approve a draft.

By the agreed deadline, I email MS with two grids (not spreadsheets but could perfectly well be): i) summary of all the adverts \***4** for the forthcoming edition including size, any cancellations since the last edition and note of any editing that has been requested ii) a task list grid \***5** that summarises any editing work that will need to be done by Mulberry Square eg new advert; small edits to existing advert, cancellations etc

I also calculate the space that will be taken up by adverts and email this info to Gaynor (editor) and Mulberry Square. \***4**

If new requests for new adverts come in after the deadline, it is always worth emailing MS (or even phoning) to see if it is too late.

**Communicating with the BV treasurer** (John Nurse)

Shortly after the advert deadline to MS I email a similar document \***6** tailor made for the treasurer. It summarises all the contact details of the new advertisers and all the invoices that he will need to prepare (so size, whether colour or not), number of issues that have been booked by an advertiser (because if 4 editions are booked, that entitles him to a 10% discount; if 3 editions booked then 5% discount).

The treasurer can’t complete the invoices until Mulberry Square has sent us their extra charges (eg if an advertiser requests that we create an advert from text supplied, that might cost the advertiser an extra one-off charge- eg £10

The treasurer emails all the invoices \***7** to me as pdfs. After checking the invoices for mistakes, I email them out to the advertisers. This is a time-limited task because there is a (further) 10% discount for payment before the 28 days given. I keep a record of payments on a spreadsheet \***8** prepared by the treasurer. Payment can be by cheque, cash or bank transfer. This info is on the invoice. The BUSCA treasurer emails me details of bank transfer payments.

Several days before the 28 day deadline for early payment discount, I send reminder emails including the invoice again, to non-payers. After the deadline, I send Reminder invoices \***9** to the non-payers with the discount removed. (this involves me asking the BV treasurer for Word versions of the invoices so I can modify them. Alternatively, the BV treasurer could do this). Occasionally, non-payers need badgering. I don’t let things slip on this.

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Then the procedure starts all over again for the next edition!

I make sure that an advertiser is fully paid up before his next advert is included. (in the past, an advertising manager hasn’t necessarily achieved this and BV has “carried” non-payers from one edition to the next).

Quite a lot of these procedures are fairly “clunky” with me doing more than the job really describes. ie there is plenty of room for stream-lining as long as others will co-operate.

**Contacts:**

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Michael Webster, Mulberry Square [michael@mulberrysquare.co.uk](mailto:michael@mulberrysquare.co.uk) (he does the actual work)

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Craig Johnstone, Mulberry Square [craig@mulberrysquare.co.uk](mailto:craig@mulberrysquare.co.uk) (MD of Mulberry Square)

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**Documents:**

1. **Barrow Voice email letter to advertisers 17.18**
2. **Barrow Voice advert spec for 2017/18**
3. **BARROW VOICE ADVERTS Sept 17**
4. **Summary of all BV adverts for March 18**
5. **BARROW VOICE ADVERTS TASK SHEET March 18 v2**
6. BV adverts task sheet March 18 for John
7. Blacksmiths Arms invoice March 18
8. Judith Invoice summary March 18 (Excel spreadsheet, not really printable)
9. Activity4All Sept 16 Reminder