

JOB DESCRIPTION

Job Title: **Advertising and Distribution Operations Manager**

Company Overview:

Now celebrating its 26th year in business, MetroFamily is a thriving media company dedicated to delivering high-quality content to our audience through various channels. We exist to support local families and connect them to the businesses and organizations that serve families. With its online directories, calendar of events, guide listings, etc., our website provides a comprehensive resource for our community, while our print publications provide in-depth coverage of local topics, places to go and events. To support our growing presence, we are seeking an Advertising and Distribution Operations Manager who can ensure sales contracts and ad line items are accurate as well as develop and implement the distribution strategy for the print magazine.

Job Summary:

The Advertising and Distribution Operations Manager is a pivotal role that bridges several departments. You will lead the ad delivery team, ensuring timely and accurate ad placements across our print and digital channels. You'll establish and train staff on software processes, oversee contract and line item accuracy, and report campaign results to advertisers. Additionally, you'll spearhead the distribution strategy for our print and digital editions, working closely with contractors to ensure magazines reach the correct locations promptly.

Responsibilities:

Ad Delivery Operations:

- Lead, manage and hold the ad delivery team accountable for the timely and accurate delivery of ads across our print and digital channels.
- Establish, document and train staff on software processes in Media OS.
- Establish and implement a process for reporting campaign performance results to advertisers.
- Assist with the collection of ad materials from clients.
- Assist as necessary with updating and editing online articles and directory listings.
- Oversee line item accuracy in Media OS.

Sales Admin & Operations:

- Establish, document and train staff on software processes in Media OS.
- Oversee contract accuracy in Media OS.
- Set up and maintain ad packages in Media OS based on input from the Sales Manager.

Distribution management:

- Develop and implement a distribution strategy for the print magazine as well as the digital edition of the print magazine.
- Work with the contractor who delivers print magazines around the metro.
- Spot-check distribution on an ongoing basis to ensure prompt delivery of magazines to the correct locations.

Qualifications:

- Team player with the ability to work well in a collaborative environment.
- Self-motivated and capable of working independently from a home office.

- Detail-oriented with excellent organizational skills to maintain accurate data.
- Proficiency in using software technology and quick to learn new tools and platforms.
- Experience managing small teams and holding the team accountable for delivering results.
- Excellent communication and training skills.
- Demonstrated ability to write using AP Style, showcasing strong language and grammar skills.
- College degree in a relevant field is preferred.
- Prior experience in advertising or sales administration is an advantage but not mandatory.

This is a part-time hourly position, offering approximately 24 hours per week. If you are a highly organized and detail-oriented individual with a passion for processes, we invite you to apply for the Advertising and Distribution Operations Manager position. Join us in our mission to deliver impactful and engaging content to the Oklahoma City area community.