

A brilliant little magazine for moms.



Job Description Managing Editor, Mid-Valley region

Reports to

MOM Magazine Publisher, Raeann Van Arsdall

Editorial Responsibilities

Local issue must reflect the community and local moms. To establish local flavor, Local Editor will provide the following content by deadline, for each of six issues per year.

- > One cover mom per issue, coordinate photo session and answers to interview questions.
- > Local seasonal events list for each issue. (i.e. santa, Easter egg hunts, etc.)
- > One Mr. MOM columnist per issue.
- > One editorial story of choice per year, approx. 300 words. (i.e. favorite recipe, fitness, mom style, etc.)

Advertising Sales Responsibilities

Local Editor will fulfill sales responsibilities by deadline.

- > All steps in MOM Magazine sales process.
- > Service of advertisers includes the following.
 - honor meetings, appointments and commitments
 - present official proposals, ad menu and contracts
 - complete and archive contracts for all advertisers
 - delivery of approved ad files for all advertisers each issue, by deadline
 - local collection of outstanding invoices

Corporate Brand and Image Representation

Local Editor is the face of MOM Magazine and will build and sustain that image by representing the magazine in their community.

- > Use MOM Magazine corporate collateral for all written and online communication. (i.e. logo, business cards, letterhead, thank you cards, etc.)
- > Attend all events agreed to be appropriate for the region. (i.e. Chamber of Commerce, business networking groups, county fairs and festivals, etc.)
- > Writing skills that reflect a professional and friendly tone in written, online or casual communication.
- > Appearance for meetings and events appropriate to represent MOM Magazine in a professional way.

Home Office and Transportation

Responsible for home office location, supplies, expenses and vehicle maintenance.

- > Minimum computer requirements include computer, printer/copier/fax, software and proficiency in WORD, EXCEL, Acrobat, internet research and email.
- > Cell phone communication with dedicated number and professional message
- > File organization of all contracts, advertiser contact information and sales records

MOM Meetings

Local Editors will be in attendance for company meetings.

- > Annual retreat to plan editorial content and set sales goals. Approximately three days.
- > Quarterly face-to-face meetings. Approximately one day each.
- > Weekly conference calls. Approximately one hour each.

Time Commitment

Local Editor will have a flexible, self-managed schedule and will include availability for the following items.

- > During agreed-upon times for communication via phone and email.
- > For client emails, phone calls and meetings.
- > During press week to finalize questions from publisher, designer and printer.

Commission Structure

Amount of commission is based on Ad Sales Level. Ad Level is based on contract sales dollars at press time. Commission is paid upon receipt of payment from advertisers. A bonus will be paid each issue at press date upon reaching contract sales of Ad Levels Green and SuperGreen, payable upon advertiser contract receipt.

Example (per issue)

<u>Ad sales level</u>	<u>Percentage</u>	<u>Gross sales</u>	<u>Commission</u>	<u>Annual income</u>
SuperGreen	30%	> \$20,000	> \$6000	> \$36,000
Green	25%	\$17,500 to \$19,999	\$4375 to \$5000	\$26,250 to \$30,000
Yellow	20%	\$15,000 to \$17,499	\$3000 to \$3500	\$18,000 to \$21,000
Red	15%	< \$15,000	< \$2250	< \$13,500

Type of Contract

Local Editor is an independent contract employee, and is therefore responsible for billing MOM Magazine and paying expenses such as

- > taxes
- > vehicle, fuel and mileage
- > meals
- > home office supplies

MOM Magazine will provide funds for occasional expenses such as client meals, client gifts, thank you gifts or event supplies and travel. All MOM Magazine expenses will be approved prior to purchase and receipts supplied for accounting.

Term of Commitment

One year renewable contract, subject to termination by both parties at any time. MOM Magazine will terminate contract if Local Editor does not meet minimum, agreed-upon requirements.

Applications – deadline noon on July 15, 2010

MOM Career History form available at www.mommag.com, select Mid-Valley, select Employment.

Please supply resume and MOM Career History form to the address below. No digital resumes please.

MOM Media, LLC
2532 Santiam Hwy SE, #102
Albany, OR 97322