

# DIOCESE OF ERIE

## Position Profile

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**Title:** Advertising/Circulation/Office Manager

**Incumbent:** Brenda Williams

**Reports to:** Director of Communications

\_\_\_\_\_  
**Incumbent Signature**      **Date**

**Approved by:** \_\_\_\_\_

\_\_\_ Exempt       Non-Exempt

\_\_\_ Ministerial

\_\_\_ Full Time      \_\_\_ Part Time

Anniversary Date: 2-3-1986

Revision Date: 1-26-2017

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### **OBJECTIVE:**

The Advertising/Circulation/Office manager is responsible for interfacing with the business community in northwest Pennsylvania and beyond to secure advertising support for diocesan publications. The position ensures that all publications produced by the Office of Communications are distributed in a timely, cost-efficient and accurate manner to the appropriate audiences. The position also handles all responsibilities related to the PDS database used for the circulation of Faith magazine. As Office manager, functions as receptionist for the Office of Communications, although staff members are expected to handle their own phones and correspondence. This position has been judged to be non-exempt as it does not meet the duties test.

### **I. RESPONSIBILITIES:**

The essential functions of the position include but are not limited to the following:

#### **Advertising**

Oversees all aspects related to the sale of advertising in *Faith* magazine, the Diocesan Directory and any special publications produced by the Office of Communications.

1. Develops media kits and rate cards as appropriate to ensure clients and potential clients have accurate and up-to-date information about sales opportunities with the publications created by the Office of Communications.
2. Develops and maintains relationships with clients throughout the diocese and beyond, presenting opportunities for advertising.
3. Ensures all contracts with advertisers are signed and fulfilled.
4. Bills all advertisers upon publication of their advertisements and follows through as necessary until payment.

5. Serves as a liaison between advertisers, staff designers and printers to make sure ads are created and approved on deadline or are delivered from advertisers or agencies if developed out of house.
6. Works closely with editorial staff to determine appropriate amount of advertising for each publication as well as meeting deadlines.
7. Works with director of communications to develop marketing tools and demographic information relating to the audiences served by diocesan publications.
8. Maintains membership in professional organizations and stays open to opportunities for ongoing education with organizations including Northwest Pa. chapter of the Public Relations Society of America and Catholic Press Association.
9. Maintains awareness of other publications in the region, remaining up-to-date on what other opportunities are available to advertisers as well as who is advertising with whom.
10. Responsible for maintaining up-to-date customer information files.

### **Circulation**

Oversees all aspects related to the PDS database or whatever platform is used to organize subscriptions and distribution of all ongoing publications produced by the Office of Communications.

1. Maintains software database so that the addresses of the 40,000+ households in the Diocese of Erie receiving *Faith* magazine on a bi-monthly basis are contacted with the most accurate information available.
2. Serves in a similar capacity for the 10,000+ email addresses maintained for the distribution of the weekly *Diocese of ErieE-news*.
3. Functions as a customer service representative to all readers.
4. Maintains relationship with the local post office as well as the post offices of locales from which diocesan publications may be directly mailed, ensuring that all permits and licenses are in place in order to secure the most cost-efficient mailings possible. Also keeps Finance Office informed so that the appropriate amount of money is kept in the accounts at each post office so that mailings are never delayed.
5. Makes sure databases are periodically sent through the NCOA process in order to keep the mailings of the Office of Communications as cost-efficient as possible. Keeps PDS databases updated when changes are sent to the office from the post office after each mailing.
6. Maintains strong relationship with the person responsible for handling databases in each of the parishes of the Diocese of Erie, ensuring that address information is synchronized both to and from parishes as it becomes available.

## Office Manager

1. Functions as customer service representative to the households in the Diocese of Erie that receive *Faith* magazine on a bi-monthly basis and to the parishes in the diocese that receive *Diocese of Erie News* on a weekly basis, directing calls as necessary to the appropriate office. Handles the same responsibilities for all professional personnel, clergy and women religious interacting with the Office of Communications.
2. Greets visitors to the office and directs them to the appropriate staff members. Assists director with managing guests as necessary.
3. Oversees mailings as needed, including preparing labels, labeling, bulk mail sorts.
4. Manages bi-weekly mailing of the *Information Bulletin* to those who do not have access to e-mail and maintains databases of on-line and hard-copy subscribers.
5. Oversees any bulk mailings for the office including the annual Christmas card. Maintains office databases other than PDS database.
6. Orders all office supplies and keeps track of what needs to be restocked for the office including stationery.
7. Oversees archiving of *Faith*, coordinating with diocesan archivist.

## II. QUALIFICATIONS:

**Education:** A bachelor's degree in marketing, management, business or related field is preferred or the equivalent experience.

**Experience:** 4 to 5 years experience in management or administrative work with a background in customer service. The sales/circulation/office manager needs to be a self-starter who is constantly evaluating the big picture and looking for creative opportunities to promote the publications of the Diocese of Erie.

**Special Requirements:** Must be comfortable dealing with the public, have an understanding of the tenets and teachings of the Catholic Church, an ability to promote diocesan publications to advertisers who may be more used to working with secular publications. Must demonstrate flexibility and creativity as new opportunities within the organization evolve.

## III. COMPETENCIES:

Excellent people skills; personable  
Detail oriented  
Familiar with accounting norms and billing software  
Familiar with Microsoft Word, Excel, Outlook, Access  
Familiarity with database creation and management  
Familiar with current postal codes and processes

Customer-service oriented

Able to multi-task, prioritize, meet deadlines cheerfully

Future oriented, able to foresee potential problems and opportunities, and to propose solutions when necessary. Self-starter/leadership skills, ability to work independently and with team