

**Job Description and Standards of Performance**

<u>Position Title:</u> Promotions Assistant	<u>Affiliation:</u> PNG
<i>Specialization:</i>	
<u>Department:</u> Circulation	<u>Department #:</u>
<u>Date Updated:</u> 4/29/07	<u>Updated by:</u> C. Boschetti
	<u>Job Code #:</u>

Position Purpose/Objective:

Supports the Consumer Marketing Manager for sales and marketing programs including Press Herald in the Classroom (PHIC).

*All core duties are listed before supporting duties. The relative importance of duties relates to the anticipated impact of that duty to the business, department, customer, and/or product.*

Position Duties	Meets Expectations When:
Sells PHIC subscriptions and coordinates PHIC orders for newspapers and teacher guides. Communicates with teachers and school officials about content of PHIC programs. <i>Core</i>	Meets targets for PHIC subscriptions.  Teachers understand the curricula, are given proper information, and successfully utilize PHIC.
Maintains a database of educators, schools, PHIC program and community resources. Coordinates mailings. <i>Core</i>	Records, spreadsheets and databases are current and accessible. Materials are delivered in an accurate and timely manner.
Coordinates special projects, mailings and promotions for sales, marketing and PHIC as assigned. <i>Core</i>	Projects are completed on time and within budget.
Creates advance bills for schools to pay. Investigates problem bills and troubleshoots billing and delivery issues with schools and school districts Supporting	Schools receive bills in a timely manner. Information is obtained from a variety of sources; problems are resolved in a professional and timely manner.
Maintains and enhances circulation-related websites. Supporting	Websites run and are effective in terms of providing information and services to their targeted audiences.
Supports all other home delivery sales and	Accurately tracks all programs and

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marketing programs as needed, including clerical support, coordination across various departments, and attending meetings as applicable. Supporting	projects, including orders and invoices, and communicates status, deadlines, and results to involved internal parties. Makes suggestions about program initiatives and designs.
Uses available technology to support efforts as needed. SUPPORTING	Possesses adequate knowledge of all pertinent software/systems necessary to perform duties efficiently.
Additional duties as assigned	Additional duties are performed in a timely and accurate manner.

Required Education and/or Experience/Knowledge:

Bachelor's degree or equivalent work experience preferred. Experience in education, sales, marketing or communications a plus. Experience working with educators or working in the education field helpful. Journalism and writing skill knowledge helpful. Billing experience and beginner level HTML a plus.

Required Skills:

Intermediate level Word, Excel, database and clerical skills preferred. Fundamental math. Demonstrated ability to build relationships, multi-task, organize, present information, communicate effectively, and perform administrative tasks.

This position reports to:

Consumer Marketing Manager