

# Job Vacancy: *Advertising and Distribution Manager*

10 hours per week, £22,000 pro rata

## Job Description

*Waltham Forest Echo* has been in print for nearly four years, providing high-quality local news and features each month. In order to help expand the newspaper, we are employing a part-time manager who can work to promote the paper locally, sell advertising to local businesses, and oversee distribution around the borough. They will be responsible for community engagement, ensuring that the *Echo* is being stocked in the right locations and represented at the right events.

### Duties include:

- Sourcing local advertising, primarily for print but also online;
- Overseeing distribution and ensuring the newspaper reaches all parts of the local community;
- Developing relationships with the local community through attending events and forging new partnerships;
- Developing our membership scheme and enhancing interaction with members;
- Co-ordinating production of the newspaper with the editorial team and ensuring deadlines are met;
- Applying for funding and developing new income streams;
- Ensuring the newspaper reflects the interests and needs of the community;
- Sharing social media responsibilities with the editor;
- Enhancing community engagement with the newspaper, for example by developing a team of volunteers.

The Advertising and Distribution Manager will be responsible to David Floyd, Publisher of *Waltham Forest Echo*, and will work alongside James Cracknell, Editor. An equivalent of roughly one full day should be spent with the editor at the office. Other hours can be used flexibly for events and meetings.

## Person Specification

We are looking for a candidate who is already familiar with the Waltham Forest area and has good contacts with the local community. They must also:

- Have strong communication skills;
- Have strong organisational skills and knowledge of basic IT software;
- Have experience of general business practices such as invoicing, logistics, and sales;
- Have experience of using social media;
- Be willing to work occasional evenings;
- Be comfortable working in a small team.

## About *Waltham Forest Echo*

The *Echo* is an independent community newspaper established in 2014. It is run by WFWellComm, a consortium of local charities and social enterprises based in the borough, and is managed by Social Spider CIC, a social enterprise specialising in research and consultancy. The *Echo* is published monthly and distributes 20,000 free copies of each issue via cafes, pubs, community spaces, stations, and people's doors. It aims to promote the work of local community organisations and voluntary sector group and provides an opportunity for local people to contribute and raise important issues, as well as offering a platform from which to hold authority to account.