



## **PUBLISHER ASSISTANT**

The Publisher Assistant is a customer-service focused role which will require adaptability, flexibility, and prioritization of responsibilities. It requires excellent communication skills and the highest degree of professionalism. The Publisher Assistant reflects the values of the owner and magazine. Integrity and Excellence are foundational to Portland City Lifestyle.

### **Responsibilities Include but are not limited to:**

#### **Account Support**

On-board new clients and support existing clients. This includes an overview of the ad portal and assistance to help set up clients City Lifestyle Digital Page.

- Link articles to digital listings
- Send PDF of the monthly themes.
- Deliver extra magazines as requested to existing accounts.
- Assist in client ad material collection/approval. Provide positive communication and inbound support for recommendations re: ad revision or updates as needed.
- Remind advertisers about monthly magazine themes when applicable.
- Positive customer communication and response to questions as needed.
- Send communication based on strategy discussed with the Publisher.
- Track renewals and provide update/reminders as needed.
- Manage email campaigns and monthly newsletter to existing advertising partners. Including a welcome of new advertising partners.
- Assist in coordinating and delivering gifts for clients (birthdays, work anniversaries) and keeping track of those touches.
- Gather information on clients upcoming or current events and ways we can support their brand and business through Social Media posts, City Scene, Business Monthly, or Event inclusions. Coordinate with the editorial team about possible inclusions in these editorial sections.
- Update Ad Partner spreadsheet with new or discontinued advertisers.
- Keep track of account aging and reach out to clients when necessary for payment.
- Link articles to digital listings & onboard new clients

## **Social Media and Prospect Marketing**

- Manage social media accounts and execute content strategy and calendar
- Manage prospect email campaigns and updated target lists for appointment setters and our email system
- Appt setting - (via social media/email)

## **Event Planning**

Assist in event planning and execution. This includes coordinating with the publisher, creating a master calendar of events, collaborating with business sponsors, and creating/managing invitations.

## **Attendance at Events**

From time to time (1-2 times per month) you will attend Northwest Columbus community events to network with the owners and/or management team of the businesses and take photos of the event for possible inclusion in the magazine or social media

## **Qualifications:**

Publisher Assistant experience is NOT required, but the following traits/skills are desired:

- This is a client-facing role. The right candidate must have excellent verbal and written communication skills
- Professional demeanor and comfortable communicating over the phone or in person
- Computer literate. Familiarity with Google Suite and social media
- Self-motivated and the ability to work with minimal supervision
- Highly organized and able to multitask in a fast-paced environment
- Positive attitude and love for your community. Desire to elevate local businesses
- Problem solver and customer service superstar

## **Hours and Compensation**

The hours will begin at 15 hrs/wk. Hourly rate \$18/hr. To be paid monthly no later than the 28<sup>th</sup> of the following month.

\*\* contract position, will require a 1099

**Candidates: Please send a cover letter and your resume to  
northwestcolumbusCL@gmail.com**