



JOB TITLE: KTC BUSINESS MANAGER

JOB SUMMARY

The KTC Publishing and Community Relations Manager is responsible for the overall sales, and operational management of *Know the Community* and *Know the Community Prattville, Millbrook, Wetumpka* magazines. Both magazines are published twice a year in December/January and June/July.

This position oversees production, and distribution while driving sales and community engagement initiatives throughout the River Region. The role also involves coordinating the warm welcome program, military events, and cultivating strategic relationships with community partners to enhance the magazine's presence and impact, while also delivering high-quality magazines that ensure regional growth and success.

DUTIES AND RESPONSIBILITIES

Sales and Revenue Growth

- Sell new advertising contracts
- Foster and maintain relationships with current advertisers to maximize renewals and decrease drops/cancellations.
- Develop and execute strategies to increase print revenue.
- Align editorial content with advertising objectives.
- Analyze audience engagement metrics and propose initiatives to expand the magazine's reach and impact.

Editorial and Content Management

- Research newcomer resources and provide updates for new businesses and listing information.
- Collaborate with writers, photographers, and designers to produce engaging, accurate, and visually appealing content.
- Generate compelling copy for editorial pages, captions, and filler pieces.

Community Engagement and Strategic Partnerships

- Build relationships with local influencers, business leaders, military members, and community organizations to foster content ideas and drive engagement.
- Organize, oversee, and execute military events to establish the magazine as a military partner and community leader.
- Represent the publication at community events, promoting its value and mission.

Production and Distribution

- Collaborate with the production team to ensure timely delivery of each issue.
- Oversee the monthly distribution process, ensuring copies reach targeted audiences, including people who have relocated, high traffic areas and newcomer businesses, and military bases.
- Monitor and optimize the ad-to-content ratio, working closely with the editorial team to align advertising goals.
- Identify opportunities for process improvements and cost savings without compromising quality.

Warm Welcome Management

- Lead and manage Warm Welcome Greeter Program fostering relationships with greeters to encourage participation and visits to reach monthly, yearly goals.
 - Manage all greeter activity and communications.
- Manage Warm Welcome Inventory, communicate with clients and pick up promo items to ensure inventory for monthly visits and annual military events.

KNOWLEDGE, SKILLS, AND ABILITIES

- **Sales:** Ability to increase sales and drive strategic growth for both magazines.
- **Strategic Vision:** Ability to balance creative goals with business objectives, ensuring the magazine's long-term growth.
- **Community Focus:** Ability to build relationships and engage with diverse stakeholders, from advertisers to community and military leaders.
- **Project Management:** Strong organizational skills to handle multiple projects, deadlines, and team dynamics simultaneously.
- **Adaptability:** Resourcefulness in solving challenges, managing costs, and seizing opportunities in a fast-paced environment.

MEASURABLES:

- Renewal rate for advertisers and warm welcome program
- New sales
- On-time delivery and local distribution
- Warm Welcome inventory stock percentage
- Warm Welcome monthly/yearly visits

This role is ideal for a dynamic individual with a passion for storytelling, community engagement, and operational excellence. As the Publishing and Community Relations Manager, you will play a pivotal role in shaping the magazine's voice, vision, and future.

Interested? Send your resume to Jina Miniard - jina@exploremedia.com