



Resource Development Coordinator

Professional Attributes

This position requires proficiency in account development and excellence in account and project management, with the ability to work both independently and collaboratively, exercise daily discretion and prioritize tasks to meet various deadlines. Must have a creative mindset, hospitable personality and be very outgoing. The applicant should be highly-organized, reliable, energetic, and possess personal interaction and communication skills. Must have a professional demeanor and the ability to effectively and professionally communicate with others in both social and business settings. Must be efficient in resolving problems and comfortable in a sales role. Must maintain effective time and resource management so that organizational goals are achieved within the stipulated time, budget and resources.

Microsoft Office (Word, Excel, Access, PowerPoint), digital publishing and knowledge of AP Style.

Description of the Position

Responsible for promoting engagement opportunities for members and financial support of events and publications. Manage all advertising relations, external communications and marketing of a large statewide industry/trade association's publications. Assist in development and maintenance of production schedule for each issue of the award-winning, bi-monthly *Arkansas Trucking Report* which has a national circulation of more than 25,000 and annual membership directory *The Guide to Arkansas Trucking*. Contact potential clients, make presentations, and maintain client relationships. Market Association membership to potential businesses and non-member advertisers. Engage in social interaction involving a fair amount of hospitality and making decision-makers feel confident about their accounts and the value of investment. Oversee the smooth running of an advertising campaign, from briefing designers to controlling the budget. This is largely an office-based role although you will spend time in meetings, visiting clients and Association events. Your working day will typically be standard office hours, Monday to Friday. However, when a deadline is looming, you'll be expected to put the extra hours in to ensure the success of a project.

Responsibilities

- Introduce current and potential members to advertising opportunities within the Association
- Market Association membership to potential businesses
- Solicit support of statewide trade Association Political Action Committee functions and events
- Attend meetings and events with clients and deliver presentations
- Maintain positive business relationships with clients
- Attend industry, policy and political meetings as a representative of the organization

- Assist in creation and management of production schedule for completing required tasks pertaining to promotion, editorial, sales, design, proofing, printing and distribution of each issue of the magazine
- Collaborate and propose original editorial content
- Create preliminary layout containing allotted ratio of editorial content to advertising space required for each issue of the magazine
- Review all ads for industry alignment and segregate competitor ads
- Assist in proofing publications
- Prepare and promote each edition of *Arkansas Trucking Report* and annual publication *The Guide to Arkansas Trucking*, including digital publication
- Ensure that each publication is within budgetary constraints of advertising revenue contracted for each issue, and to generate a surplus net profit for the benefit of ATA
- Manage portfolio of accounts; execute, organize and keep record of advertising sales contracts and other documentation; submit reports for invoicing
- Select, direct and coordinate publication design, photography and printing functions
- Serve as primary liaison between layout, printer and fulfillment house
- Negotiate printing costs and managed contracts
- Manage fulfillment process
- Solicit, monitor and review member company information updates; organize and cross reference content for 300+ member companies to be included in *The Guide to Arkansas Trucking* member directory
- Participate in media relations efforts by providing up-to-date statistics, maintaining appropriate contacts
- Stay up-to-date on industry topics
- Manage consistent branding across all digital and print communications
- Run reports and assist in maintaining membership database using Microsoft Access
- Assist in the areas of public relations, meetings, informational services and special events to include on-site support
- Assist in answering phones
- All other duties assigned

Salary Range and Benefits

\$38,000 - \$48,000

Salaried or Salaried +Commission is negotiable

Major medical and dental plan fully paid

Cell phone and monthly service fully paid

Short and long term disability, AD&D and life insurance

Eligibility for 401(k) after one year of employment