



# ATHENS COUNTY INDEPENDENT

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## **Job Title:** Advertising & Development Manager

**Organization:** The Athens County Independent –  
<https://athensindependent.com/>

**Location:** Athens, Ohio.

This position is hybrid. The manager generally has the option to work remotely or from the Independent's office, but must attend a joint work session at the office once per week. The manager also is required to attend in-person events and meetings.

### **About the Athens County Independent:**

The Athens County Independent (ACI) is an independent, nonprofit, locally governed and operated news source for Athens County, established in 2022.

**Our mission:** The Athens County Independent empowers community engagement through accessible public service journalism.

We started the Independent to bring high-quality local journalism back to Athens County.

We are 100% local. Our staff and board are all longtime or lifelong residents of southeastern Ohio. We don't answer to a distant corporation that neither knows nor cares about Athens County. We answer to our community.

In lieu of a traditional nonprofit leadership structure, the Athens County Independent is managed like a worker cooperative, through a collective and democratic staff process. **A successful candidate**

**is eager to participate in a democratic workplace and endorses the ACI staff values:**

- **We respect each other's boundaries** (be flexible; don't keep score; work-life balance; for self and others)
- **We act with integrity** ("walk the walk," hold ourselves and each other accountable)
- **We act with transparency** (everyone needs access to information)
- **We support one another** (professional support; empathy)
- **We learn together** (teaching and learning; experiential learning; we can all be teachers and students; continuous improvement)
- **We step up and step back** (respect everyone's contribution)

### **Position Overview:**

As a startup nonprofit business, ACI has experienced tremendous local philanthropic support from community readers and organizations, far exceeding projections. Athens County Independent seeks a full-time Advertising & Development Manager to lead our business in growing relationship-based advertising and sponsorship sales, while continuing ACI's philanthropic fundraising success.

We seek a candidate who will play a pivotal role in fueling the long-term sustainability of our organization as well as shaping our business future.

The Advertising & Development Manager will take part in the ACI's cooperatively managed workplace, shaping and implementing revenue strategy in collaboration with the other staff and board members.



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## Key Responsibilities:

**Earned Revenue Development:** Growing our advertising and sponsorship sales is particularly pressing to our long-term sustainability. While ACI has developed the foundations of an earned revenue program, the Manager will need to build the Independent's client base from almost the ground up. This constitutes a major focus of the position.

**Philanthropic Fundraising:** Continue to build on the Independent's successful membership and major-gifts programs through effective stewardship, marketing campaigns, and direct solicitations.

**Event Planning:** Plan and execute regular small events and occasional large-scale events for community engagement, stewardship, and prospecting.

**Grant Writing:** Continue to grow the Independent's success in writing and receiving grants.

**Strategic Planning:** ACI has a comprehensive revenue development strategy for 2025; the Manager will implement that strategy, revise it as needed, and plan future development strategies in partnership with the staff and the board's Fundraising Committee.

**Nurture Customer and Donor Relationships:** Cultivate and maintain meaningful relationships with existing and new customers and donors, as well as identify and engage prospective customers and donors. Provide excellent relationship management to ensure high customer and donor retention and continued support.

**Database Management:** Maintain accurate customer and donor records, ensuring data integrity and effective customer and donor segmentation for personalized and targeted communication.

**Collaboration:** Collaborate with other team members and the board to align development efforts with the organization's programs and mission. Collaboration is an especially core function of this position, given ACI's cooperatively managed workplace and volunteer participation in fundraising efforts.

**Team Engagement:** Engage the Board of Directors, its Fundraising Committee, other volunteers and the staff to leverage their networks and support development efforts. Supervise interns to support development efforts.

**Budget Oversight:** Work closely with the staff to develop and manage the annual development budget, ensuring resources are allocated effectively.

**Reporting and Evaluation:** Prepare regular reports on development activities, customer and donor engagement, and progress toward revenue goals. Continuously evaluate and refine strategies for improved results.

**Compliance:** Ensure compliance with all relevant fundraising regulations and ethical standards.



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## Qualifications:

- Excellent interpersonal and relationship-building skills.
- Experience in advertising, sales, and/or nonprofit fundraising.
- Strong written and verbal communication skills, including grant writing and donor correspondence.
- Ability to create and execute plans.
- Familiarity with and knowledge of database management.
- Commitment to the mission and values of the Athens County Independent.
- Strong organizational and project management skills.
- Ability to work independently and as part of a team.

## Preferred qualifications:

- Knowledge of Athens County communities, the people, and the area's businesses and nonprofit organizations.
- Familiarity with the journalism industry.

## How to Apply:

Applications submitted by Feb. 28 will receive priority consideration. Applications submitted after that date will be considered on a rolling basis. Interested candidates should submit a resume, cover letter, and two references through a Google Form [available here](#). In your cover letter, please address your fundraising or related experience and level of commitment to the mission of the Athens County Independent.

## Compensation & Benefits:

Annual salary of \$40,000–45,000.

The Athens County Independent promotes life-work balance with a flexible 32-hour work week and generous paid time off, including 15 days of paid vacation and 15 paid personal days per year. Additional PTO includes all federal holidays, the Friday after Thanksgiving and the week between Christmas and New Year's Day — plus your birthday!

Staff are eligible to join our healthcare reimbursement arrangement program, which covers approved medical expenses (including insurance premiums) tax-free.

The Athens County Independent is an equal-opportunity employer. We encourage applications from candidates of all backgrounds and experiences who are committed to our mission of community engagement through accessible public service journalism.

