

# COUTURE *Living* Magazine

Be Empowered | Be Aware | Be Couture

## Job Description Outline

General Job Requirements for all Positions in order to maintain Editorial and Executive Compliance

- Excellent literary research skills as well as business-related skills.
- Must possess literary, networking, time management and self-discipline skills.
- Should have imagination skills that are creative and a clear, entertaining writing style.
- Ability to develop and maintain good standing relationships with press and media contacts.
- Should possess intermediate web, IT, editing and typing skills.
- Must possess necessary financial skills in order to manage in the current employment market.
- Should be able to relay, accept and understand criticism with objectivity.
- Must possess strong writing skills along with keen attention to details.
- Able to manage time effectively with good judgment and understanding skills and requirements.
- Ability to write with clarity and style.
- Must be a self-starter.
- Must be able to thrive in and operate within a self-managed and deadline-driven environment.
- Ability to work single-handedly for long periods.
- Ability to understand written sentences as well as paragraphs in writing works related documents
- Ability to communicate the ideas and information in speaking.

## Core Job Requirements for Editorial Compliance

### Advertising Specialist:

- Have previous sales experience
- Bachelor's degree in related area preferred but not required
- Strong ability to work telecommute.
- In charge of creating value beyond the page.
- Handles the market research and reports the trends, gathers statistics and intelligence that would be beneficial to the magazine brand, plans events and programs.
- Networking, selling, and finding leads
- Responsible for bringing in the revenue of the organization.
- Must have ability to market and sell the magazine and services to the customer and sponsors.
- Take part in developing the marketing strategy
- Coordinate with Marketing and Communication Director promotional, marketing and advertising activities.
- Review reader/sponsor feedbacks surveys and work out ways to gain higher profits.
- Regularly link with advertising and media.
- Reach the target sales
- May be involved in pricing strategy.
- Possess excellent verbal and written communication skills.
- Must be very good selling skills and should have a pleasing personality.
- Should be persuasive, adaptable, and innovative and ability to problem solve.
- Must have good formal presentation skills with ability to present to a group of people.
- Highly competitive.
- Ability to maintain additional duties as required