



Job Description –

Business Manager, Waltham Forest Echo

4 September 2015

Social Spider CIC

Helping People Make Change Happen

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Job Description – Business Manager, WF Echo - £13,200 (21 hrs pw)

This is a 3-day per week role as Business Manager for Waltham Forest Echo - <http://walthamforestecho.co.uk/> - the independent community newspaper for the London Borough of Waltham Forest.

The Business Manager will be responsible for selling advertising, co-ordinating distribution and developing other commercial partnerships and revenue streams.

The salary is £13,200 for a 21-hour week, a pro-rata rate of £22,000 based on a 35-hour week.

Responsible to

Managing Director

Responsible for

Freelance distributors and volunteers

Objectives

Overall objective

Generate ongoing income to ensure the commercial sustainability of an independent community newspaper for the London Borough of Waltham Forest.

Specific objectives

Sell an average of ten pages of advertising space per month in Waltham Forest Echo to local businesses, public sector agencies and community groups.

Efficiently co-ordinate the distribution of the Echo to ensure that it reaches readers across the borough.

Develop other commercial partnerships and new revenue streams to increase the social impact and commercial sustainability of the Echo.

Duties

1. Approach potential advertisers for Waltham Forest Echo in a tactful and positive way
 2. Ensure the suitability of advert artwork
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3. Work with the Echo's editor and art director to co-ordinate placement of adverts in the newspaper.
4. Invoice and chase payment for advertising
5. Update the Echo's media pack on a monthly basis
6. Co-ordinate a team of partner organisations and freelance distributors to manage distribution of the newspaper across the borough
7. Review effectiveness of different distribution models and distribution points on an ongoing basis
8. Develop ideas for new commercial partnerships
9. Develop ideas for new revenue streams

How to apply

If you are interested in this role, please email a CV, a short covering letter outlining your interest and relevant experience to david@socialspider.com.

The closing date for applications is Friday September 18th 2015.

Further information: Waltham Forest Echo

Waltham Forest Echo is a community newspaper for the London Borough of Waltham Forest.

The newspaper promotes the work of local community organisations and voluntary sector groups, along with arts and cultural activities taking place in the local area. It also provides an opportunity for local people to express their opinions on what is going in the area.

The Echo launched in July 2014 as a 16-page tabloid, published quarterly, with 10,000 copies distributed at community venues and direct to readers in the local area. It is currently published bi-monthly with 20,000 copies distributed – and will move to monthly publication in November 2015.

The Echo is published by Social Spider CIC as part of WWellComm CIC, a partnership of five charities and social enterprises based in the borough including: Age UK Waltham Forest, Community Transport Waltham Forest, Heet, Learning Disability Experience (LDX) and Social Spider CIC.



Further information: Social Spider CIC

Social Spider Community Interest Company (CIC) is a social enterprise that delivers research, writing, publishing and training services as well as running its own local and national projects.

Recent and ongoing projects include:

The Alternative Commission on Social Investment/Flip Finance – An Esmée Fairbairn-funded report into how the UK's social investment market could be improved published in March 2015, followed by the creation of an incubator to develop practical responses to the report's recommendations.

A day in the life – A project asking people across England who have (or have had) mental health difficulties to record a day in their life once a season. This project is funded by Public Health England.

Social Enterprise: What's love got to do with it? – A project commissioned by Intentionality CIC to research and write a think piece exploring the role of love in social enterprise, based on interviews with some of the UK's leading social entrepreneurs.

Doc Ready – a digital tool that helps young people to prepare and make the most out of mental health related GP visits. Doc Ready was developed by a partnership of organisations including Social Spider CIC, Neontribe, Futuregov and Enabled by Design funded through the Innovation Labs Initiative backed by Comic Relief, Nominet Trust and Right Here.

Digital Advice in Hackney – A project commissioned by the Big Lottery-funded 'Sustainable Advice in Hackney' partnership to develop ideas for supporting and improving advice services using digital technology.

