Recruiting a marketing manager to oversee yearbook and ad sales frees editors from overseeing sales and relieving the marketing manager from most or all editorial duties.

Recruit a Marketing Manager

As you check with other teachers during staff recruitment time, ask marketing or business teachers in your school or advisers to DECA or Future Business Leaders of America (FBLA) to see if they have students to recommend for the position.

Have a job description ready to hand out. In writing the description, think about whether the marketing manager and business manager should be the same person. You might want to have a business ads manager and a senior ads manager, in addition to a yearbook sales manager. It depends on the size of your staff and the amount of work involved in the sale of each item.

Here is a sample job description:

**Marketing Manager**

This business-savvy student oversees all promotion, ads and book sales for the whole year, including managing your publication’s social media presence. He or she will also work with the senior editor to promote the sales of senior ads. In this role, the student is responsible for reaching out to local businesses to generate advertising and senior parents for personal tributes/baby ads. This student should also work with the adviser to manage the yearbook funds, tracking sales and spending. This student can also design ads if needed.