

# ONA District Manager Training

April 28, 2016

Ohio University Pickering Center

**GENERAL FUNCTION:**

Responsible for constantly increasing home delivery subscription volumes and single copy volumes. Responsible for achieving all circulation revenue targets. Responsible for constantly providing our customers and single copy vendors with the “over the top” service they deserve and expect.

**THE SIX PRIMARY AREAS OF RESPONSIBILITIES ARE:**

1. Subscription sales and retention programs
2. Customer service
3. Recruiting, contracting, and coaching independent contractors for distribution routes.
4. Maintaining carrier contract files and route distribution information.
5. Single copy sales and collections
6. Reporting

# How to create a career in Media Operations

- This is a tough job!- Often move you to CSM too fast without proper training
- ASK your current manager to learn more about the total operation
  - See if your company has an executive development program
- Make friends with other managers at your level in news, production and advertising
- Understand their roles and exchange ideas
- Volunteer for cross functional committee, web development, sales flyer development, special events
- Take initiative to fill departmental needs
- Understand digital

# How to create a career in Media Operations

- Join a local business organization like Rotary, Kiwanis, Jaycees
  - Make contact with local business leaders as ambassadors of the media operation. Learn the community you work in.
  - Attend Chamber events
- Examine the operation for expense control opportunities
  - Help run department more efficiently
  - Combining routes, re-contract over profitable routes
  - Suggest new dealer/rack locations in your district
- Develop a revenue generation idea and take it to reality
  - Ask group for examples- IDEA Vac Pak coupon sheet
  - Identify carrier/MR incentive program- always get a minimum of 4 starts to qualify for incentives. Must have a win-win program

# Opportunity looks a lot like WORK

- See every challenge as an opportunity to learn
- Attitude will determine success
- Find the right time to share your thoughts on issues-you must as fresh eyes are always helpful
- Treat everyone as you would like to be treated- some day they might be your supervisor!
- Prior planning prevents poor performance
- PRIDE- Personal Responsibility in Developing Excellence

Questions?