



# Cornellian General Manager

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**Purpose:** The Cornellian General Manager exists in order to maintain operational and financial responsibility of the Official Cornell Yearbook. From idea generation to customer delivery, the General Manager is there in a hands-on position to ensure success at every step of the way.

**Hourly Requirement:** This position requires the manager to work part-time (10 hours minimum, and up to 20 hours per week during peak business times) during the academic year.

## Job Description

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The following job description paints a more complete picture of the skills that we are looking for. The Main Responsibilities will show the broad tasks that the General Manager is expected to perform. Though the job is comprehensive, many of the skills required to successfully execute these responsibilities are learned/perfected during training.

### Main Responsibilities:

- **Relationship**
  - **Correspond with parents and other customers regarding all concerns, questions, and comments**
  - **Maintain and expand relationships with Prestige photos, Jostens printing, the Office of the Registrar, the IT department, The Mailbox, local businesses, students and student groups, parents, faculty, and alumni**
- **Business**
  - **Closely monitor sales and be able to provide financial updates during weekly business meetings with CEO, President, Director of Operations, and the rest of the Cornellian team**
  - **Manage ongoing sale strategies and modify as necessary**
  - **Complete budget process for upcoming fiscal year. Maintain fiscal responsibility by exceeding net budgeting income**
  - **Regularly maintain website with updated relevant dates, forms, pictures, and other appropriate information**
  - **Oversee distribution of books in the spring as well as handling the shipping of any books not shipped by Jostens**
- **Marketing/Advertising/Sales**
  - **Develop yearlong creative marketing theme**
  - **Coordinate efforts to promote sales of the yearbook itself, photo sessions for the book, and all advertisements**
  - **Ensure strategic and timely execution of parent mailings and blast emails**



- **Keep track of and report on sales and photo session sign-ups in weekly team meetings**
- **Create slides to be used in presentation of successes and failures for board meetings**
- **Social Media**
  - **Maintain and expand the Cornellian's Instagram and Facebook accounts**
  - **Promote sales through strategic marketing**
- **Day-to-Day/General Responsibilities**
  - Keep up-to-date on emails, voicemails, etc.
  - Contribute to the overall benefit of SAI by participating in meetings, office hours, team projects, corporate recruiting/orientation/training and aiding other businesses when necessary
  - Honor all deadlines and action plans
  - Aid in the transition of the next manager by keeping organized records and adding to the training manual
  - Foster long-term business growth and development

### **Necessary Skills:**

- **Business mindset, Excellent relationship management, Planning & Scheduling, Social Media, Record Keeping, Photoshop/InDesign, organization, communication**

### **What We're Looking For:**

We are looking for a dedicated, enthusiastic, and passionate student who will prioritize SAI in order to insure its success. Some of the qualities we are looking for in potential GMs are:

- People person/works well in an individual and team environment
- An ability to strategically create time schedules for the design, send date, and reception of all solicitations
- Have a creative mind that notices various opportunities for promotion of the yearbook
- A manager that is approachable, team-oriented, and innovative
- Someone who thinks out-of-the-box and is willing to try new things
- Has a good understanding of social media and how its various forms can be used to market a product

If this sounds like you, apply today!