



HELP WANTED

General Manager

Our locally owned hometown newspaper is seeking an experienced and motivated **General Manager** to help lead our operation and support continued growth.

The General Manager will oversee the **planning and execution of the advertising sales department**, working closely with the Publisher to implement effective ad sales strategies across print and digital platforms. This position also assists the Publisher with a variety of **day-to-day operational responsibilities**, playing a key role in the overall success of the newspaper.

KEY RESPONSIBILITIES:

- Plan, manage, and support the advertising sales department
- Help develop and implement advertising sales strategies and goals
- Work closely with the Publisher on sales initiatives and operational planning
- Assist with daily business operations, scheduling, and workflow coordination
- Support staff development and help foster a positive, collaborative work environment
- Represent the newspaper professionally within the community

QUALIFICATIONS:

- Strong organizational, leadership, and communication skills
- Sales management or media experience preferred
- Understanding of print and digital advertising is beneficial
- Ability to multitask
- Commitment to the mission and value of local journalism

This is an excellent opportunity for a hands-on manager who enjoys working in a community-driven environment and wants to help guide a trusted local newspaper into the future.

To apply: Please send your résumé and a brief cover letter to amym@standard-journal.com

The News-Item