

Office of the Executive Secretary
THE HILLTOP
Office of Student Activities (806-5990)
Blackburn Center, Suite 122
Howard University
Washington, DC 20059

For official use only

Certification
GPA _____

Enrolled Spring 20 _____

Total Hours _____

Full Time Y ___ **N** ___

The Hilltop Newspaper Application Business Manager Position – 2017-2018

Please print or type:

Name: _____ Classification: _____ ID #: _____

School/College: _____ Major: _____ GPA: _____

Expected Date of Graduation: _____

Local Address: _____

City: _____ State: _____ Zip Code: _____

Email Address: _____

Primary Phone No.: _____ Secondary Phone No.: _____

Home Address: _____

City: _____ State: _____ Zip Code: _____

Are you a United States citizen? _____ If no, indicate immigration status and registration number: _____

Have you ever been convicted of a crime? (misdemeanors) Y ___ N ___

If yes, please describe: _____

Summer 2017 Commitment: (August 1, 2017 – August 18, 2017)

I understand that I will be required to **work on** campus and hold a minimum number of 20 office hours during business hours 9 am -5 pm Monday thru Friday for the summer 2017. No exceptions. Compensation plan includes summer housing allowance ONLY.

My initials indicate my understanding of and agreement to this requirement. _____

Applicants, please provide the following:

1. Proven documentation indicating your experience serving in some financial capacity.
2. Three (3) signed recommendations that attest to your attitude and ability toward leadership, management of fiscal affairs, administration, and organization. Please include the reference's name, address, and daytime telephone number.
3. A current resume.
4. Proof of past or current enrollment in a marketing or advertising course offered in The School of Business or The Cathy Hughes School of Communications. Evidence of internship experience in advertising or marketing will be evaluated as a possible equivalent for this requirement.
5. A written business plan detailing a Hilltop Business Office marketing scheme for the 2017-2018 school year. Applicant should be sure to include a plan to increase local sales. Applicant must present this plan during the interview.
6. A 500 word essay detailing applicant's reason for applying for this position and relevant coursework, work experience, and general knowledge of the position.
7. Unofficial transcript. The candidate must possess a cumulative 2.7 GPA and have sixty (60) credit hours at the time of appointment.

RETURN YOUR COMPLETED APPLICATION TO THE OFFICE OF STUDENT ACTIVITIES, BLACKBURN UNIVERSITY CENTER, SUITE 122, ON OR BEFORE March 27, 2017

Important Note:

- **Upon submission of application, candidates will be notified of an interview time with the Hilltop Policy Board. An interview with The Hilltop Policy Board is mandatory in order to be considered for the position of Business Manager.**
- **Business Manager Applicants should prepare a presentation (no longer than 5 minutes) to be delivered during the interview.**
- *Interviews will be scheduled April 2017 between 5pm – 7pm. Please indicate your requested interview time slot (please identify a 1st and 2nd choice). Interview Slot: ___ 5pm ___ 5:30pm ___ 6pm*

My signature attests that the information on this application is accurate and true.

Signature

Date

THE HILLTOP BUSINESS MANAGER CRITERIA

I. GENERAL ELIGIBILITY CRITERIA-ACADEMIC & PROFESSIONAL

The Business Manager must meet the following general eligibility requirements:

A. ACADEMIC

1. Must be currently enrolled as a full-time student and have at least a 2.7 cumulative grade point average at the time of application.
2. Must remain a full time student, maintain a 2.7 grade point average each semester, and remain in good academic standing for the duration of the academic school year.
3. Must provide evidence of summer 2017 enrollment in or successful completion of a course, seminar or workshop in advertising or marketing, prior to selection as Business Manager. Enrollment in an advertising class is a plus.
4. Must be at least of junior classification during the term.

B. EXPERIENCE

1. Must show evidence of accounting ability.
2. Must have a working knowledge of accounting software, such as QuickBooks. Must have knowledge of newspaper production software, such as Adobe Suite CS3 and ADWorks.
3. Must have previous experience working in a financial office or area.
4. Must show evidence of having worked productively within an organizational framework.
5. Must show evidence of understanding the needs, issues and perspective of the Howard University student community as it relates to the business office.
6. Must show evidence of managing and leading a diverse staff.

C. PERSONAL

1. Must show evidence of a collegiality, which will insure harmonious working relationships with staff and the University Community.
2. Must show evidence of a willingness to work cooperatively with other agencies and vendors.
3. Must demonstrate the ability to communicate effectively.

II. MAJOR RESPONSIBILITIES OF THE BUSINESS MANAGER

1. Manage the advertising sales department of The Hilltop Newspaper.
2. Oversee the daily sales activities of The Hilltop sales team.
3. Sell and solicit in conjunction with advertising sales department.
4. Market the Hilltop Newspaper to the Howard University community and the surrounding areas.
5. Develop job descriptions for and hire The Hilltop business office staff positions in conjunction with the Hilltop Business Office Adviser, and Editor in Chief.
6. Review the advertisement layout daily to ensure the publication of quality material.
7. Supervise staff and manage facilities.
8. Provide weekly reports of The Hilltop business operations to The Hilltop Policy Board, Editor in Chief, Hilltop Business Manager Adviser and Student Activities Adviser.
9. Develop the yearly operating budget, with the Editor-In-Chief, for consideration by The Hilltop Policy Board.
10. Administer the entire budget in accordance with University procedures and make changes subject to approval of The Hilltop Policy Board.
11. Formulate and enforce advertising policy.
12. Apply the principles of newspaper production effectively and economically.
13. Develop and maintain an effective inventory control system.
14. Maintain communication with all segments of the University community.
15. Work as a direct report to the Editor-In-Chief to maintain effective communication between both the editorial and business offices.
16. Serve as a member of The Hilltop Policy Board.