





From:  **Karla Ahr - Crystal Lake**  
Subject: Web site Brand Manager, Ottawa, IL  
To:  Job Postings

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## 02/05/18 JOB POSTING



**Job Title: Web site Brand Manager**  
**Location: Ottawa, IL**

Shaw Suburban Media, publishers of the Ottawa Times, Northwest Herald, and dozens of other print and online publications is seeking a Brand Manager for an exciting new web site that will connect businesses and consumers in LaSalle county. This Web site will become one of our company's most important products and we need a talented marketing professional to lead its development.

The position is considered entry-level, but the right individual will have the opportunity to grow with our company, as our exciting new web site gains audience and revenue. Salary plus bonus (based on audience and revenue development).

### **Job Description:**

The Web site Brand Manager is responsible for optimizing all aspects of the Web site to ensure the success and growth of the product. The position will be directly responsible for finding the best local tourism and entertainment information in the market and sharing that information in a compelling way with our suite of online and print products.

### **Responsibilities include:**

- Develop compelling content to sell an emerging tourist region on a variety of platforms - web, social, email and video
- Go beyond go-and-do content to make our brand a lifestyle
- Seeking out the most compelling events, lodging, bargains, restaurants, and entertainment in the market in order to showcase online
- Posting, removing and updating content online
- Coordinating with community leaders, partners, clients, account executives, and audience members in order to keep the online product fresh, timely, and compelling
- Assisting the advertising department on sales calls to communicate the opportunity and value of advertising with the Web site
- Coordinating with the editorial department to share all relevant information

### **Skills needed:**

- Excellent writing skills
- Energetic, Hard Working, Fun, Social, Detail-oriented
- Experience with a CMS a plus, will train
- HTML/CSS/Javascript experience a plus
- Basic photography/video skills

**About Shaw Media:**

Shaw Media publishes over 150 titles in Illinois and Iowa. Its holdings include websites, newspapers, magazines, Pro Football Weekly, a video production unit and a digital marketing services division. Founded in Dixon, Illinois, Shaw Media has been privately owned by the Shaw family since its inception in 1851.

**Enjoy the Rewards of Working Among the Best:**

In return for your contributions to our success, Shaw Media offers a competitive benefits package, including medical, dental, vision and 401(k) with company match.

**Apply Today!**

**Interested candidates submit a cover letter that explains your journalism credentials and philosophy, along with a resume:**

Online: [www.shawmedia.com/careers](http://www.shawmedia.com/careers)

Mail to:

**Shaw Media - Human Resources**  
**Attn: Web Site Brand Manager**  
**P.O. Box 250,**  
**Crystal Lake, IL 60039**

Pre-employment drug screen and background check required.  
Shaw Media is an equal opportunity employer and a drug-free workplace.  
This posting may not include all duties of the position.

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