

# Arkansas Newspaper Connection



Volume 21, No. 4 January 28, 2026 • [arkansaspress.org](http://arkansaspress.org)

## SENIOR ADVERTISING ACCOUNT EXECUTIVE

AY Media Group is hiring a Senior Advertising Account Executive  
AY Media Group (AY Magazine, Arkansas Money & Politics) is looking for  
a Senior Advertising Account Executive to drive sales of print and digital  
advertising across our fast-paced statewide publication.

### Key Responsibilities:

- Lead Generation: Identify potential clients through cold calls, emails, and follow-ups.
- Client Management: Inherit a current book of business while actively pursuing new clients.
- Relationship Building: Develop and maintain strong relationships with clients to help them grow through our advertising solutions.
- Sales Strategy: Create multi-media proposals and deliver engaging presentations to prospective clients.

### Qualifications:

- Significant experience in outside sales, with a strong track record of success.
- Proven ability to make cold calls and effectively communicate over the phone.
- Competitive spirit with a strong desire to achieve and exceed sales goals.
- Excellent time management skills and the ability to thrive in a fast-paced environment.
- Enthusiastic team player with strong consultative sales skills.

If you're ready to take your career to the next level with AY Media Group, please email your resume today. [hbaker@aymag.com](mailto:hbaker@aymag.com).

## PRESS OPERATOR

Ashley County Publishing Co., Inc. in Crossett, Arkansas has a position available for a web press operator. This is a daytime position with a Tuesday through Friday print schedule each week. Press is a GOSS / DGM with a four high and five floor units as well as two Jardis splicers.

Knowledge of Kansa 480 inserting machine is a plus. Printing and general maintenance are a part of the job as well as some mailroom work. Vacation, life insurance and short-term disability insurance are provided. Group health insurance is offered.

To apply, send a resume to [rkennedy@ashleynewsobserver.com](mailto:rkennedy@ashleynewsobserver.com).

Ads run free for members and students for six weeks.

Deadline is Tuesday 10 a.m.

Email to [lance@arkansaspress.org](mailto:lance@arkansaspress.org).

## AUDIENCE DIRECTOR

The *Arkansas Democrat-Gazette* is seeking an Audience Director to lead the development and execution of our statewide newsroom into a more digitally sophisticated and audience-first operation.

### Key Responsibilities

- Partner with the executive and managing editors and other top editors to set and execute audience growth and engagement strategies.
- Lead and mentor the newsroom's digital team to encourage growth and innovation.
- Champion an audience-first mindset across the newsroom, ensuring content strategies are optimized for each platform and tailored to audience needs.
- Collaborate with reporters, editors and other content creators to embed digital thinking into daily journalism from pitch to publication.
- Develop best practices and training around SEO, social media, digital headlines and analytics-informed storytelling.
- Create workflows and systems that improve collaboration between traditional print teams and digital specialists.
- Leverage audience insights and analytics tools (such as Google Analytics, Marfeel Analytics and social dashboards) to inform editorial decisions and newsroom priorities.
- Monitor and analyze key metrics (reach, impact, engagement, conversion) to evaluate performance and optimize results across multiple media platforms.
- Identify emerging digital trends, tools and platforms to ensure the organization remains innovative and competitive.
- Oversee execution of content strategy on social media, newsletters, push alerts, the homepage and other digital distribution channels.
- Lead experimentation efforts in formats like short-form video, alternative storytelling formats and newsletters to better serve different audience segments.
- Partner with product, design and marketing teams at WEHCO on initiatives to grow digital subscriptions, reader loyalty and revenue.

### Qualifications Required

- Minimum 5 years of newsroom experience, with at least two years in a leadership role focused on digital journalism, audience development or content strategy.
- Proven success in growing digital audiences, leading editorial teams and translating data insights into actionable strategies.
- Deep understanding of digital content strategies, platforms and analytics.
- Strong communication, organizational and leadership skills.
- Collaborative spirit, able to build relationships and work effectively across teams and departments.
- Willingness to learn and experiment, and a desire to help others in the newsroom do the same!

Submit Resume: Allison Shirk, [ashirk@wehco.com](mailto:ashirk@wehco.com).

# Arkansas Newspaper Connection



## DIRECTOR OF DIGITAL CONTENT & ENGAGEMENT

This person will report to the Vice President of Content and Newsroom Strategy. They will also work closely with the corporate digital consumer revenue team and newsroom leaders.

### Job Responsibilities

- Stay on top of digital and audience trends in the industry
- Help develop company-wide newsroom/editorial training programs
- Monitor and report on digital performance across newsrooms and conduct company-wide monthly audience meetings. Monitor industry benchmarks and best practices to share across newsrooms.
- Find ways to share more content across markets and streamline processes and workflows
- Highlight and help implement successful newsroom experiments
- Represent the company at industry conferences, as well as on digital platforms and social media, to help with marketing the company to recruit new team members.
- Identify and help execute enhancements and changes to application and web experiences along with the rest of the digital consumer revenue team.
- Collaborate on development of AI-driven tools by testing products, suggesting improvements and brainstorming applications for reporting, editing and audience engagement.
- Focus on user experience and brand recognition across each touchpoint
- Collaborate with editors, developers, videographers, marketing and other departments to identify improvement opportunities for the user experience
- Collect feedback and analyze relevant data to inform our content teams how their work can increase the subscriber base
- Work with the newsroom to imagine and create unique experiences to supplement and present their journalism in new ways
- Create and maintain industry relationships with trade associations, news networks and vendors
- Participate in and seek out industry programs and other opportunities to further our mission and goals

Our success depends upon our ability to:

- Collaborate with leadership team, editors, development team and other stakeholders
- Improve our reach and reader experience and engagement across all of our mediums
- And continually increase the value of what we do for our subscribers

### Job Requirements

REQUIRED: bachelor's degree in discipline related to journalism or communication, such as design, five+ years of journalism or comparable professional experience. A background in related fields or positions will be considered, provided they demonstrate strong writing, editing or communication abilities. A candidate should also have experience in training newsroom staff and leaders in industry best practices. Experience developing AI products or applying AI-assisted tools for reporting, editing, or newsroom workflows is a plus.

Submit Resume: Allison Shirk, [ashirk@wehco.com](mailto:ashirk@wehco.com).

## PRODUCTION DIRECTOR

### JOB SUMMARY:

Under general supervision, supervises all employees; tracks and verifies hours worked; enforces Central Missouri Newspaper, Inc. and departmental safety rules and regulations; follows direction of the President of WEHCO Media; advises manager on productivity of employees; collects all press run/insert information; maintains and oversees internal postal matters; ensures proper equipment; controls waste; resolves minor problems; ensures timely completion; prepares to assume responsibilities of department Supervisors, determines press orders, bundle sizes, and completes respective reports; and performs and other duties as assigned.

### ESSENTIAL DUTIES:

Supervises all employees on their shift; tracks and verifies hours worked by each employee on their shift

Enforces Central Missouri Newspapers, Inc., and departmental safety rules and regulations

Follows the direction of the President of WEHCO Media

Advises the President on the productivity of employees

Collects all press run/insert information and records properly;

Maintains and oversees internal postal matters

Ensures proper equipment is set up and ready for the shift

Controls waste

Assists the President of WEHCO Media in cost control

Resolves problems with employees, preprints, and production

Ensures timely completion of press runs, insert runs, and mail runs

Prepares to assume the responsibilities of department Supervisors in their absence

Determines press orders, bundle sizes, and completes respective reports

Oversees and supervises the pressroom, mailroom, and driving

Oversees and optimizes commercial print operations. Managing the entire process from planning to final delivery

Facilities supervision and management

Performs other duties as assigned.

CMNI desires candidates with an associate's degree and a strong background in commercial printing. You must possess knowledge of labor laws, OSHA, safety regulations, and postal regulations. Additionally, you must be able to lift up to 40 lbs.

This is an excellent opportunity to join a great company. This is a full-time position and is eligible for benefits. We offer a comprehensive benefits package to enhance your personal and professional life. Enjoy perks like paid vacation, holidays, sick leave, personal days, and parental leave. Take charge of your well-being with our comprehensive insurance coverage, including health, dental, vision, and more. Plan for your future with long-term disability and retirement plans, and access additional support through our Employee Assistance Programs when needed.

Email your resume, along with cover letter and salary requirements, to: Tammy Hartley: [hr@newstribune.com](mailto:hr@newstribune.com).

# Arkansas Newspaper Connection



## SYSTEMS ADMINISTRATOR/TECHNICIAN

WEHCO Media, Inc. has an immediate opening for a Systems Administrator/Technician at our *Northwest Arkansas Democrat-Gazette* office in Fayetteville, Arkansas.

### **JOB SUMMARY:**

Responsible for LAN/WAN computing systems, including client, server, and associated equipment, responding to inbound calls and emails from users regarding issues; provides daily support to local users and outlying bureaus; reviews and acts on request to move, change, install, repair, or remove equipment; provides application training via phone or in person as required. Maintain, create, reset, and close user accounts on internal applications and assets as required; involved in day-to-day troubleshooting activities; track issues and document status until completion; and performs other duties as assigned. Good attendance is required.

### **JOB DUTIES AND RESPONSIBILITIES:**

- Responsible for responding to inbound calls or emails regarding issues with servers, applications, printers, PCs, hardware or phones.
- Provides daily support to local users and outlying bureaus.
- Reviews and acts on requests to move, change, install, repair, or remove equipment, such as modems, cables, and wires, as needed.
- Provides application and system training via phone or in person with customers, as required.
- Create, reset, close user accounts on internal systems and applications as required.
- Involved in day-to-day system administration activities, ensuring safety, security, and stability for the corporate environment.
- Track issues and document status until completion.
- Good attendance is required.
- Assisting with special projects.
- Performs other duties as assigned.

### **KNOWLEDGE, SKILLS, AND ABILITIES:**

- Knowledge of, or ability to learn, how to service and repair Linux, Windows, and Macintosh computer systems.
- Knowledge of MS Office, Client/Server Applications and hardware, printers, and related office equipment.
- Knowledge of security best practices, install and configure desktop and server platforms, including peripheral equipment.
- Knowledge of Adobe publishing products.
- Ability to problem solve and quickly troubleshoot complex issues.
- Ability to work one on one with users and excellent verbal skills.
- Ability to understand verbal instructions and work to completion.
- Ability to read and follow written instructions and manuals, working to completion.
- Ability to follow documented processes and procedures.
- Ability to get along well with others in a stressful environment.
- Ability to follow the Company policies and procedure.

### **MINIMUM QUALIFICATIONS:**

- High School diploma or equivalent required.
- One plus year experience working in computing environments or Comptia A+ preferred.
- Ability to travel to local satellite offices as required.

- Experience with networking and basic knowledge of TCP/IP, Mac, and Windows Operating Systems required.
- TRANSPORTATION

- Must possess or be able to obtain a VALID driver's license.
- Driving record must meet the requirements set in the "Personal Vehicles Used for Company Business" policy.
- Must have and provide own reliable transportation.
- Must provide proof of insurance with the Company listed as an Additional Interested Party.

### **PHYSICAL REQUIREMENTS:**

- Lifting up to 50 pounds from a level of 0 inches to a level of 72 inches.
- Sitting up to 8 hours per day.
- Walking and climbing stairs up to 4 hours per day on a concrete surface.
- Standing up to 4 hours per day on a concrete surface.
- Twisting, kneeling, bending, and wrist movements are required.
- Finger dexterity is required.

### **ENVIRONMENTAL CONDITIONS:**

- Position is routinely exposed to loud noises, chemicals, and eye hazards (VDT).

### **ADMINISTRATIVE INFORMATION:**

- This position reports to the IT Services Supervisor.
- This is a SAFETY-SENSITIVE Position.

If you are a dedicated and detail-oriented information technology professional looking to take your career to the next level in a respected and forward-thinking company, we encourage you to apply. Join us at WEHCO Media, Inc., and become part of our tradition of excellence.

We offer a comprehensive benefits package that includes paid vacation, holidays, sick leave, personal days, and parental leave. Take advantage of extensive health, dental, vision, and other insurance coverage, as well as long-term disability and retirement plans for your future well-being. Our commitment to your holistic well-being extends to the Employee Assistance Program, providing additional support when needed.

Candidate must pass drug screening and background checks.

WEHCO Media, Inc. is an equal opportunity employer and does not discriminate based on race, color, religion, sex including pregnancy, sexual orientation, or gender identity, national origin, disability, age 40 or older, or genetic information, including family medical history or any other legally protected class or status.

Please submit your resume to [ITJob@nwaonline.com](mailto:ITJob@nwaonline.com).

## LET'S GET SOCIAL



@ArkansasPressAssociation

@ARPressAssoc