

Monday, March 18, 2013

Advertising Sales Representative

Please send resume and cover letter and three references to Christine Jowers at cjchiefeditor@dance-enthusiast.com

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We are seeking a professional to join The Dance Enthusiast, a New York based online Dance News Source, as independent sales representative.

You will be responsible for originating and closing digital ad sales and sponsorships, including creating sales strategies and proposals for new accounts, with the goal of driving significant revenue. The Dance Enthusiast caters to a unique niche audience, and an understanding of the dance field would be seen as a plus.

You will need to identify, develop, pitch, and execute a variety of ad sales initiatives. The ideal candidate possesses an ability to initiate, develop, and close online sales; a positive, energetic attitude, and a creative, entrepreneurial spirit.

Your responsibilities will be to:

Originate, manage and scale a revenue pipeline with advertisers and partners Cultivate and pitch leads, draft proposals, negotiate terms, secure signed insertion orders Develop and maintain a prospecting and targeting system and provide weekly/monthly pipeline reporting to the DE Founder. Formulate and implement innovative sponsorship packages that maximize revenue opportunities with brands Drive results in a fast paced, resource-conscious environment with creativity and a solutions-based style

The ideal candidate will have:

Minimum of 1 years in media sales Worked successfully in a small company, entrepreneurial environment; must be a self-starter Exceptional communication and presentation skills Ability to work effectively and cross-functionally with all levels of management and staff Upbeat, entrepreneurial attitude An aggressive and creative approach to sales A strong desire to help build a rapidly growing dance media brand

Role will begin on a freelance/commission basis and grow from that point.

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