

Monday, July 2, 2018

## DanceMedia -- Sales Coordinator

Company: DanceMedia  
Location: New York, NY

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### DanceMedia -- Sales Coordinator

DanceMedia, a New York-based performing arts media company, is looking for an adaptable, motivated, self-starter to serve as a Sales Coordinator. The Sales Coordinator reports to the Publisher and works closely with the Director of Marketing Services. This pivotal position requires excellent attention to detail, tremendous written and verbal communication skills and an ability to work on a team. There is opportunity for growth, collaboration and career path. Work will be performed at our midtown Manhattan office (near Penn Station) but will also require some offsite events with occasional evening and weekend hours.

Responsibilities include (but are not limited to):

- Support overall advertising sales efforts for five brands (print publications, websites and newsletters).
- Work closely with Publisher through every step of the sales process; including creating/updating the map as ads close after the space deadline.
- Send Publisher week-end sales progress report for Senior Management
- Managing ongoing, outbound sales materials.
- Manage advertising budgets with support from the Publisher.
- Oversee web-based order entries of all advertising insertion orders. This includes tracking missing paperwork, cross-checking forecasts, cross-checking maps and cross-checking CRM/Magazine Manager.
- Manage advertiser artwork through our AdPortal system. This includes interfacing with clients by phone/email and checking blueines. Tracking artwork and assisting sales team with materials is also crucial.
- Approve all print proofs for publications.
- Tracking artwork and assisting sales team with materials also crucial.
- Send final print maps to Digital Services, Managing Editor and Publisher.
- Assist Publisher with *Harvey Study* coordination.
- Support Publisher with all barter agreements (i.e. YAGP, CTFD, DRA, *Dancewave*, *NYCDA Foundation*, etc) to ensure agreement terms are met both internally and externally.
- Field requests for sponsorship involvement and donations.
- Special events support (i.e. *Dance Magazine Awards*, *Dance Teacher Summit*, *UDMA* shows, etc)
- Provide customer service internally and externally.
- Advertiser index management (*Dance Magazine*, *Dance Teacher & Dance Retailer News*).
- Coordinate the "Dance Spirit Future Star" program with competition/convention advertisers.
- Circulation requests for bulk copies and monthly print order management
- Work closely with the Director of Marketing Services and editorial Style Editors to ensure that advertisers are being featured/covered.

### About Us

DanceMedia is America's most authoritative voice in dance. We are the publishers of four highly respected consumer magazines *Dance Magazine*, *Dance Spirit*, *Dance Teacher* and *Pointe*) as well as *Dance Retailer News*. Furthermore, DanceMedia's multichannel platform includes engaging digital, web, mobile and social media products that target professional/amateur dancers, instructors, competitions and patrons, as well as select industry professionals.

Successful candidates will have a passionate interest in the art of dance. If you personally have dance training or performance in your background, please indicate this within your correspondence. All applicants will have earned a bachelor's degree from an accredited four-

year university or college. Recent graduates are welcome to apply. Please submit your CV along with a brief description as to why we should consider your candidacy to Scott Verchin, Publisher – [sverchin@dancemedia.com](mailto:sverchin@dancemedia.com). This is a full-time position, which includes a salary plus benefits (medical/dental/FSA/401(k)). EOE.

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