



Advertising Sales Manager

Title: Advertising Sales Manager

Reports to: Editor-in-Chief (for print ads) and Marketing & Communications Director (for web ads)

Pay status: Base salary + commission + bonus

Summary: The Advertising Sales Manager plays a key role in advancing the American Numismatic Association's mission of generating interest in coin collecting and related items. The individual works to increase advertising revenue for *The Numismatist* (the official monthly publication of the ANA), biannual convention programs, money.org and related online programs. Meeting sales goals, selling to customer needs, providing excellent customer service, and building relationships are paramount.

Duties and Responsibilities

- Contact and counsel current advertisers for renewal business and additional advertising opportunities
- Prospect and contact new advertisers
- Identify advertising bundle opportunities for the benefit of the client and to increase revenue
- Negotiate sales terms, secure contracts, and confirm ad placements
- Follow-up with past-due accounts to ensure timely payment
- Act as a liaison between clients and staff
- Work closely with the marketing, editorial and creative department teams to effectively meet deadlines and help create superior advertising products
- Work with marketing and creative to create advertising media packages (schedules, rates, terms)
- Research and develop new revenue opportunities
- Develop short- and long-term advertising sales goals
- Travel on an occasional basis

Skills and qualifications

- Bachelor's degree in marketing, advertising or related field; or equivalent experience
- Minimum 3 years' successful sales experience
- Proven sales and negotiation skills
- Ability to work independently and take initiative
- Excellent interpersonal and telephone skills; ability to work collaboratively with colleagues and stakeholders
- Proficient in Microsoft Office products (Word and Excel)
- Solid organizational skills; ability to maintain detailed records
- Ability to work under pressure and effectively meet deadlines
- Reliable, dependable, flexible and responsive

To apply, submit a cover letter and resume to dmuehleisen@money.org.

Posted 8/31/2018