

American Radio Relay League Inc.
Job Description
Advertising Sales Manager

Position: Advertising Sales Manager

Reports to: Director of Marketing and Innovation

Classification: Exempt Salary

Full time in-person position

Location: Newington, CT

Summary:

The Advertising Sales Manager is responsible for driving advertising revenue across ARRL's print and digital platforms, including magazines, media, and sponsorships. This role involves prospecting for new clients and cultivating current relationships, developing targeted advertising products and campaigns, managing ad sales operations, and collaborating cross-functionally with marketing and production teams. The manager also provides regular performance reporting, budgeting, and forecasting to senior leadership, and represents ARRL at amateur radio events.

Essential Functions & Responsibilities:

- Sales and marketing of advertising in ARRL magazines and other media, both print and digital, including servicing current clients and finding new clients. Create written sales proposals and review contracts.
- Cultivates relationships with all advertising clients through individual contact and direct marketing.
- Manages workflows to complete advertising sales orders and related ad placements while meeting deadlines. Collaborates with marketing and production teams.
- Maintains up-to-date published information about ARRL advertising opportunities, sell sheets, and media kits.
- Analyzes sales trends and adjusts advertising strategy appropriately. Develops advertising profit & loss analysis, and reviews rates and fees with senior management.
- Works closely with senior management to create annual financial plans and achieve mutual goals.
- Keeps abreast and develops knowledge of external advertising industry trends, competitors and industry information.
- Represents ARRL at amateur radio events and functions as required.
- Performs other duties as assigned or requested.

Performance Measurements:

- Contribute to creating positive energy and fostering a collaborative team atmosphere, showing excitement and pride in the team's work, and being accountable for results.
- Meet specified revenue targets.
- Exhibit ability to generate professional and persuasive proposals to clients and senior management.
- Conduct business in a productive and professional manner both internally and externally.
- Ensure all strict deadlines are met.

Knowledge and Skills:

Experience	Three or more years of similar or related advertising sales and client management experience required. Familiarity with digital advertising: digital magazines, online ads, etc. Familiarity with artwork requirements in addition to ad design and basic understanding of website and e-newsletter ad coordination.
Education	Bachelor's degree required; relevant certifications, on-the-job training, or equivalent experience in advertising and marketing will be considered.
Interpersonal Skills	Work involves extensive personal contact with others. Outside contacts are important and fostering sound relationships with other entities (companies and/or individuals) is necessary and often requires the ability to influence, motivate, and/or sell ideas or services to others. Strong communication and relationship-building skills are required. Discussions involve a higher degree of confidentiality and discretion, requiring diplomacy and tact in communication.
Other Skills	<ul style="list-style-type: none"> *Strong PC (technology), compliance, leadership, written and verbal communication skills. *Strong time management skills, detail oriented and tactfully persuasive. *High level of sales and marketing skills in print and digital media advertising. *Must be flexible in scheduling time off around strict deadlines. *Extensive knowledge of Amateur Radio community, Amateur Radio License preferred.
Physical Requirements	Ability to sit and stand for extended periods of time.
Work Environment	Fast paced, deadline and revenue goal driven office environment.

Salary Range:

\$78,235.00 to \$85,000.00

Location

100% Onsite Position
Newington, CT