

Bluedot Living National Advertising Sales Director

Bluedot Living, Inc. is a media company focused on telling the stories of changemakers addressing climate change and helping readers live more sustainably. We are looking for a National Advertising Sales Director to lead our advertising sales efforts. Presently, Bluedot has a portfolio of 6 newsletters with a subscriber base of over 80,000 (and growing), 5 websites and a quarterly print magazine. We plan to launch additional newsletters this year and our newsletters will be the centerpiece of our strategy. We are a startup with a dynamic staff working from all over North America, all passionate about solutions-based climate journalism. Candidates for this role can be based anywhere.

Responsibilities:

- Lead Advertising Sales efforts across a portfolio of Newsletters, Websites, and Print Magazine
- Direct our Advertising Sales Strategy with a particular focus on Newsletters
- Develop creative advertising solutions for clients matching their marketing objectives to Bluedot Living products
- Manage advertising CRM and sales reporting
- Develop advertising pricing strategy for all products and packages across products
- Manage part-time advertising sales representatives
- Work with a creative team to develop effective advertising marketing and communication assets
- Achieve Advertising revenue budget and goals

Qualifications:

- At least 3 years experience in Advertising Sales with a focus on digital products
- Experience in digital media preferred
- Competent in Mac OS, Google Suite and CRM systems
- Excellent presentation skills

Contact:

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