

Falmouth Publishing Company is looking for an energetic, creative manager who wants to grow a dynamic marketing sales team that supports our well-respected multi-generation family-owned local newspapers. This person has an appreciation for our traditional newspaper media and complements it with an enthusiasm for digital marketing. They support their team to maintain existing account relationships and continually grow into new markets by coaching sales and account management skills, analyzing and educating staff on market trends, and developing relevant products.

Duties/Responsibilities:

- Maintain current knowledge of processes and products in order to serve as the company subject matter expert on sales and marketing.
- Track and analyze sales statistics to create price schedules, identify opportunities for growth, and set sales quotas and goals.
- Make data-informed decisions to drive performance and resource allocation that meets territory plans and projections.
- Develop, communicate, and monitor key performance indicators for the department and individual team members.
- Direct and coordinate all sales activities, advertisements, products, publications, and content.

Required Skills/Abilities:

- Ability to set sales targets and achieve them effectively.
- Excellent interpersonal, customer service, and communication skills.
- Experience using CRM to manage the sales process and forecast sales.
- Strong analytical skills to identify trends and sales patterns.
- Ability to design and implement a successful sales strategy.
- Ability to guide and mentor sales representatives.
- Planning, organization, and problem-solving skills.
- Advanced time management skills.

Education and Experience:

- High school diploma or equivalent.
- At least three years of related experience in a marketing media environment.
- Demonstrated proficiency with content management software.
- Demonstrated proficiency with third-party web-hosting platforms.

Send resume and cover letter to jhough@capenews.net.