

American Radio Relay League

Job Description

Advertising Sales Manager

Position: Advertising Sales Manager

Classification: Exempt

Reports To: Senior Director of Marketing and Innovation

Salary Range Based on Experience: \$80,000-\$90,000

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 may represent ARRL at amateur radio events.

Essential Functions and Responsibilities:

- Sales and marketing of advertising and sponsorships 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, and in conjunction with prospecting for new advertisers.
- 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.
- Consistently meet or exceed advertising revenue goals.
- Successfully achieve new client acquisition and advertiser retention targets.
- Regularly maintain accurate sales forecasts and reporting.
- Consistently deliver high-quality proposals and client presentations.
- Routinely ensure timely and accurate execution of advertising placements.
- Successfully maintain strong advertiser relationships and customer service standards.
- Effectively collaborate with internal teams and leadership.
- Consistently demonstrate professionalism, accountability, and commitment to ARRL's mission.

Knowledge and Skills:

Experience

- Three (3) or more years of progressively responsible advertising sales, media sales, business development, account management, or related experience required.

- Demonstrated success achieving revenue targets and developing new business opportunities.
- Experience selling print, digital ads, event sponsorships, and/or multimedia advertising solutions preferred.
- Familiarity with digital advertising products, email marketing sponsorships, website advertising, social media advertising, and campaign performance metrics.

Education

- Bachelor's degree in Marketing, Communications, Business Administration, Advertising, Media Studies, or a related field preferred.
- Equivalent combination of education, training, certifications, and experience will be considered.

Interpersonal Skills

- Exceptional relationship-building and consultative sales skills.
- Ability to influence decision-makers and effectively negotiate advertising agreements.
- Strong customer service orientation with the ability to develop long-term client partnerships.
- Ability to communicate professionally with executives, sponsors, advertisers, vendors, and internal stakeholders.
- Demonstrated discretion and sound judgment when handling confidential business information.

Other Skills

- Strong sales, marketing, and business development skills with a proven ability to close sales and grow revenue.
- Excellent written, verbal, presentation, and proposal development skills.
- Strong analytical abilities with experience interpreting sales data, forecasting revenue, and preparing reports.
- Proficiency in Microsoft Office Suite, CRM software, online collaboration tools, and advertising-related platforms.
- Strong organizational, project management, and time management skills.
- Ability to manage multiple projects simultaneously while meeting strict deadlines.
- Self-motivated, results-oriented, and able to work independently with minimal supervision.
- Knowledge of advertising production processes, artwork specifications, and publication schedules.
- Understanding of digital advertising metrics, lead generation strategies, and campaign effectiveness measurements.
- Knowledge of the amateur radio community is strongly preferred; Amateur Radio License is desirable.

Physical Requirements

- Ability to sit and stand for extended periods of time.
- Prolonged use of computer and related equipment.

Work Environment

- Fast paced, deadline and revenue goal driven office environment.
- Onsite position in a professional office setting located in Newington, CT.

We offer a comprehensive benefits package that includes medical, dental, and vision insurance; Health Savings Account (HSA) and Flexible Spending Account (FSA) options; paid time off and paid holidays; and a 403(b)-retirement savings plan.