

Sonoma County Horse Council Seeks Advertising Salesperson

WE NEED TO TALK.

You're looking for a community passionate about its subject – horses.

We're looking for a motivated ad salesperson to reach out to the community's businesses and offer access to the Northern California horse world through the Sonoma County Horse Council's premier magazine, *Horse Journal*.

Let's talk about this exciting opportunity to grow the quarterly *Horse Journal* through increased advertising sales.

Some sales experience is required for this commission-based position, and while an interest in horses is not required, someone who understands or has experience with horses may have greater success in connecting with businesses that provide support for the horse community.

Our salesperson will generate new business and manage existing accounts for print, online and mobile advertising for the Sonoma County Horse Council and its *Horse Journal* (circulation approx. 2,500). This outside sales position requires a presence in Sonoma County and interaction with the Council's board, the magazine's editor, and the magazine's designer.

We will consider candidates with a verifiable work record of advertising sales, excellent communication skills, and an understanding of social and search advertising solutions.

Responsibilities

- Sell advertising to businesses in Sonoma County / North Bay
- Prospect new businesses (outbound and cold calling) and manage entire sales cycle
- Manage all advertising client record keeping, bookkeeping, and collections
- Develop and maintain client relationships and close sales

Requirements

- At least 1-year sales experience preferred (not required)
- Verifiable work and sales record, print ad sales experience required
- An understanding of the digital and print processes, including digital file conversion for print
 - Ability to envision new advertising client opportunities and expand awareness of the *Horse Journal* and the Sonoma County Horse Council
- Strong relationship building and account management skills
- Microsoft Office and Google products proficiency

Interested?

Please send a letter of interest along with your resume to: info@sonomacountyhorsecouncil.org