

Sales Representative Position

About Us:

Northern Wilds Media is a well-established and respected name in the publishing industry. We are the creators of Northern Wilds Magazine, a monthly publication that celebrates the beauty and opportunities of the North Shore of Lake Superior, covering everything from regional news to outdoor adventures, art, culture, and more. Besides being part of one of the coolest small towns in America we are also a tourist mecca, and we serve residents and visitors alike. With a dedicated readership, a strong presence in Northeastern Minnesota and Northwestern Ontario, and exciting plans for the future, we're looking for a dynamic Sales Representative to join our team. Northern Wilds offers a collaborative work environment, flexible scheduling around the needs of the publication and values a team approach.

Job Description:

As a Sales Representative at Northern Wilds Media, you will play a pivotal role in our growth journey. You will be responsible for selling advertising space in our print magazine, our weekly e-newsletter, and website. Your mission will be to engage with existing clients, nurture those relationships, and expand our client base. This is a fantastic opportunity to work independently, collaborate with a talented team, and contribute to the success of a respected regional publication.

Key Responsibilities:

- **Client Engagement:** Cultivate and maintain strong relationships with existing clients, ensuring their advertising needs are met and exceeded.
- **New Business Development:** Identify and reach out to potential clients who align with our target market, introducing them to our advertising opportunities.
- **Administrative Tasks:** Manage CRM systems, forms, and paperwork efficiently. Coordinate with the production team and billing department to ensure seamless operations.
- **Meeting Production Deadlines:** Work closely with clients to ensure that advertising materials are submitted and meet production deadlines.
- **Travel:** Travel along the North Shore of Lake Superior monthly to meet with customers, attend networking and marketing functions, and represent Northern Wilds Media.
- **Market Research:** Stay informed about industry trends, competitors, and market conditions to provide valuable insights to clients.
- **Professional Development:** Continuously seek learning opportunities to enhance sales skills and product knowledge.

Qualifications:

- Proven track record in sales, preferably in advertising or media-related fields.
- Strong communication and relationship-building skills.

- Ability to work independently and as part of a team.
- Proficiency in using Customer Relationship Management (CRM) software.
- Computer Skills - proficient in using email, google suite, word processor, spreadsheets, etc (beyond basics).
- Excellent organizational and time management skills.
- Enthusiasm for the publishing industry and a deep appreciation for the North Shore of Lake Superior.
- Self-motivated with a drive to meet and exceed sales targets.

What We Offer:

- Competitive base salary with a generous commission structure. An experienced Sales Representative should be able to make \$60,000+ with base and commission.
- Opportunity to work with a respected publication and grow your career.
- Independence and flexibility in your work.
- A supportive and collaborative team environment.

How to Apply:

If you're excited about the prospect of joining our team and contributing to the growth of Northern Wilds Media, please send your resume, along with a cover letter outlining your relevant experience and why you're the ideal candidate for this role, to hello@northernwilds.com.

Join us in celebrating the North Shore of Lake Superior and helping businesses connect with our passionate readers. We look forward to hearing from you!

Northern Wilds Media is an equal-opportunity employer. We encourage applications from candidates of all backgrounds and experiences.