



SAN DIEGO MOMSSM

[San Diego Moms](#) is the county's premier lifestyle and parenting resource by moms for moms. We are passionate about parenting and strive to bring relevant content, introduce local businesses, and empower mothers at every stage of motherhood.

Advertising Sales Manager

Job Description: We are looking for a highly motivated **Advertising Sales Manager** to hit the ground running on our team! This role will work closely with the San Diego Moms owner. This is a commission based position, so this individual will need to be self motivated, focused and committed to our mission.

- Manages and responds to all incoming advertising inquiries
- Researching and identifying potential new clients
- Communicating with prospective new clients to introduce capabilities and experience, in an effort to create new business relationships.
- Qualifying leads and creating proposals
- Developing and maintaining existing client relationships with assigned strategic accounts
- Creates advertising campaigns that meet the needs of the advertiser and bring in optimal profit (ie. strategic, timely image ads with corresponding sponsored posts)
- Assists in selling sponsorship packages for all SDM events, resource guides and general marketing / advertising campaigns
- Track sales performance on a daily, weekly and monthly basis

Marketing/Advertising Fulfillment

- Responsible for executing the campaign items sold and managing the client relationship, which can include:
 - Creation of sponsored blog posts
 - Creation and scheduling of all social media posts, image ads, email marketing content
 - Event sponsorship fulfillment (i.e. day of event support and client relations, signage, speaker schedules)
 - Coordinate with SDM writers as needed to full fill sponsored content

Qualifications

- Impeccable attention to detail
- Ability to communicate clearly and concisely (written and verbal)
- 3+ years of experience of sales experience (ideally in online advertising campaigns)
- Ability to meet deadlines and follow through on commitments
- Proven track record of positive sales performance
- Fluency with Social Media Content writing and scheduling
- Fluency in FB Business/Ads Manager, Google Ads, Google Analytics, Excel/Sheets, Unbounce, other growth marketing platforms a plus
- Experience managing but not limited to Facebook Ads, Google AdWords, Podcast, Influencer, Affiliate,
- Possesses great mix of creative and analytical thinking while being customer-focused and passionate about our community

Software / Program experience: Microsoft Office, Google (mail/drive), Canva, Wordpress, Zoom, Asana (Task Manager), CRM Software (Dubsado, Salesforce, Gather)

Compensation: This is a commission based position. A small stipend will be given for training, which is based on experience.

Commitment: This position will likely require 5-10 hours per week (+/- if launching a Guide or Event). Please keep in mind that in any sales position as you build up your pipeline and complete cold calls, the hours and commitment is higher in the beginning.