

Media Sales Representative Position

The Waltham Times is looking for an enthusiastic **Media Sales Representative** to join our team and connect businesses with our engaged readership. This individual is highly motivated and outgoing with a passion for the Waltham community. They must have an ability to build relationships and a desire to help local businesses thrive.

In this role, they will be instrumental in supporting our mission by selling advertising space to local businesses and organizations. This is a fantastic opportunity for someone looking to start or augment their career in media sales, offering a **guaranteed draw against commission** as you grow and succeed.

What You'll Do:

- **Prospect and Connect:** Identify and research potential advertising customers within our local community. You'll reach out to businesses, introduce them to our publication, and understand their marketing needs.
- **Build Relationships:** Develop and maintain strong relationships with local business owners and marketing decision-makers.
- **Present Solutions:** Create and deliver compelling presentations to prospective clients, showcasing the value and reach of our online advertising opportunities.
- **Manage the Sales Cycle:** Guide clients through the sales process from initial contact to closing the deal.
- **CRM Management:** Accurately input and update customer information, sales activities, and pipeline status in our Customer Relationship Management (CRM) system.
- **Marketing materials for sales process:** Create and measure return on investment (ROI) metrics for each customer to draft standard marketing collateral.
- **Coordinate Ad Production:** Work closely with our editorial and design teams to ensure a smooth and timely production process for all advertisements.
- **Achieve Goals:** Meet and exceed monthly and quarterly sales targets.
- **Community Engagement:** Represent our non-profit newspaper at local events and networking opportunities.

What We're Looking For:

- A strong desire to learn and grow in a sales career.
- Excellent communication and interpersonal skills, , particularly with people from diverse cultures, with the ability to understand the community, population and people we serve.
- A friendly, outgoing, and persuasive personality.
- Ability to work independently and as part of a team.
- Strong organizational skills and attention to detail.
- Proficiency in basic computer applications (Microsoft Office Suite, Google Workspace). Knowledge of Canva is a plus.
- Familiarity with CRM systems is a plus but not required (we'll train you!).
- A passion for local news and a desire to support the community.

- Bilingual language skill, with strong written and oral communication skill in English/Spanish or English/Portuguese preferred

Compensation:

- The position is a commission-based one, with a guarantee draw of \$2,600 per month against commission.

Why Join Us?

- **Meaningful Work:** Contribute to a non-profit organization that provides vital local news and information to the community.
- **Growth Opportunity:** We offer comprehensive training and mentorship to help you develop your sales skills and advance your career.
- **Competitive Compensation:** Enjoy a stable base salary with uncapped commission potential, rewarding your hard work and success.
- **Supportive Environment:** Be part of a collaborative and passionate team dedicated to our mission.
- **Impact:** Help local businesses thrive and connect with their customers through effective advertising.

If you're ready to launch your career in media sales and make a real difference in your community, we encourage you to apply!

Send your cover letter and CV to scott.ziegler@walthamtimes.org.