

JOB POSTING: SALES MANAGER FOR BRAVA MAGAZINE

Company Profile

Nei-Turner Media Group publishes high quality, regional tourism guides and lifestyle magazines for Midwestern audiences, with offices in Lake Geneva and Madison. Nei-Turner publishes many of the major visitors guides in the state, including the *Greater Madison Visitors Guide*, the *Minocqua Area Visitors Guide* and the *Lake Geneva Official Visitors Magazine*. The company also publishes a suite of magazines that were launched or acquired, including *Wisconsin Meetings*, *At The Lake* magazine, *Experience Wisconsin*, *Experience Michigan*, *Lakeshore Living* and *BRAVA Magazine*.

BRAVA, a print, digital and event leader in Madison, is a monthly magazine read by more than 48,000 Madison-area women every month with a cumulative readership of over 60,000. *BRAVA*'s mission is to encourage women in the greater Madison community to thrive in their lives by providing content and events that inspire, empower and initiate change. *BRAVA* also produces the Madison Women's Expo, Madison Well Expo, Madison Kids Expo, and the THRIVE series of career and active living events.

Job Summary

BRAVA Magazine is looking to grow revenue by creating a Sales Manager position. If you are a motivated revenue builder and a dynamic community and team leader, this may be the career for you.

The successful candidate will be an ambitious and focused manager who can sell, as well as lead a strong team of other sales professionals. Sales and management experience is preferred, as is boundless enthusiasm, marketing savvy, and an ability to strategize, plan and execute. The Sales Manager works as part of a fast-paced team that generates print, online and event sponsorship revenue through a strategic selling process. Strong communication, selling and negotiation skills are a must.

This position offers a combination of salary and incentives with uncapped potential and a flexible work environment based in the Verona, Wisconsin office, with monthly meetings in Lake Geneva. Employer health, dental, IRA matching and more are offered.

Job Responsibilities

- Develop detailed monthly and annual sales goals and individual incentives in order to exceed revenue expectations for each print, digital and event product.
- Prospect and sell print, digital and event advertising to new customers, cold calling on a weekly basis and scheduling in-person meetings as needed.
- Provide management with weekly sales updates and monthly sales progress reports.
- Oversee sales team and assist with building and maintaining strategic partnerships; help with negotiation tactics. Work with the reps on their individual goals and monitor progress via weekly phone calls and/or sales meetings, toward achieving overall project goals.
- Demonstrate a passion for the *BRAVA* brand and its audience while attending *BRAVA* and other area networking events on behalf of the organization.

- Write strategic messaging for informative, persuasive and actionable sales collateral, such as flyers and promotional materials.

Qualifications:

- Bachelor's degree in communications, marketing or related field.
- Experience in media sales or advertising agency focused on media planning.
- Professional presence with highly developed written and verbal communication skills.
- Ability to interact and communicate effectively and persuasively in pressured sales environment.
- Enjoy being part of a team, but willing to take a leadership position and make independent decisions as needed.
- Highly organized with ability to deal with multiple projects and deadlines.

How to apply: Send resume and cover letter to Barb Krause at bak@ntmediagroup.com