

Job Description



Job Title:	Advertising Sales Manager	Date:	October 21, 2021
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Overview:

The Advertising Sales Manager is responsible for sale of all ad space in the AMFS summer Program Book. Sales calendar is most intensive in winter and spring. Minor clerical work and design collaboration are most important in summer and fall. Required hours flex over the course of the year, minimal work in October to 50 hrs/wk in May.

Responsibilities:

- Producing and mailing advertising solicitations and communications
- Initiating outreach to local and regional advertising markets
- Preparing 2022 ad contract forms
- Bookkeeping in consultation with Program Book Managing Editor
- participating in weekly sales meetings
- Collaborating with Managing Editor and Artistic Advisor on ad placement
- Working with advertisers to ensure design and print mechanical requirements
- Invoicing, following-up, and collecting all advertisement receivables.
- Ensuring correct and prompt delivery of ads and proofs to designer
- Proofing wrap drafts, and blueline, for advertisements
- Attending design and production meetings with designer and printer, as requested

Qualifications and Skills:

- Strong sales background with an existing social and professional network
- Driven and resourceful, with the ability to communicate well and constructively with the Artistic team
- Displaying creativity and initiative to build a broad and loyal base of advertisers
- Highly organized, able to handle an intense sales schedule while maintaining positive client relations

Compensation:

The Advertising Sales Manager is an independent contractor and paid a seasonal flat fee. The position does not include benefits. There is the opportunity for sales target incentives, and for complimentary staff ticketing to selected events.

Please apply with resume, cover letter, and references to jpfender@aspenmusic.org; please include "Ad Sales Manager position" in the email subject line.

Department:	Artistic	Supervisor:	Program Book Managing Editor
Supervises others:	No	Exempt:	No
Employment Status:	Contract	Seasonal:	Yes