

ADVERTISING MANAGER OPPORTUNITY



The Fergus Falls, MN Daily Journal, a multi-media news and marketing company, servicing the area since 1873, has a rare opening for a full time advertising manager.

Fergus Falls is located in the heart of lakes country in Otter Tail County; one of the largest counties in Minnesota boasting more than a thousand lakes. Otter Tail County is a sportsman's paradise for fishing, hunting and outdoor recreation. Ideally situated 50 miles from the Fargo, ND/Moorhead, MN area and less than three hours from the Twin Cities makes this area perfectly suited for anyone.

The ideal candidate will have drive, be well-organized, innovative and focused on outstanding customer service. This is a hands on role, where you lead on key customer relationships with existing clients and find new businesses who will benefit from marketing their products and services through their partnership with The Daily Journal.

Key Responsibilities:

- Meets and/or exceeds all assigned sales goals
- Directs all advertising sales including both print and digital along with outstanding customer service.
- Analyzes marketplace and competition to determine the most effective product strategies
- Develops focused sales strategies with the sales team to ensure the newspaper is investing sales time in areas that hold the greatest potential.
- Meets deadlines as a department head and as a sales team leader
- Provides ongoing sales training and support to sales and management team to ensure ad sales success and development of staff
- Provides timely financial updates for the sales team as well as forecasts on departmental revenue and expense
- Trains, motivates, recruits and develops energetic, creative and committed sales staff to enhance performance

Requirements:

- Three to five years of newspaper advertising and sales management experience

This is a full-time position with excellent benefits, including salary and commission.

Full time employees are offered a full benefits package including a health insurance plan, 401k, vacation, sick and holiday pay and much more.

Please email your cover letter and resume to
Publisher Ken Harty at kenh@fergusfallsjournal.com

Daily Journal
media

Wick Communications is a family-owned community media company and has newspapers, websites, magazines and specialty publications in 11 states.