

Advertising Account Executive

The MaineStay Media Group is seeking at least 4 experienced, motivated, result-driven outside sales account executives to cover Waldo, Knox, and Hancock and a portion of Washington Counties.

The Camden Herald, Courier Gazette, The Ellsworth American, The Free Press and Mount Desert Islander, have been serving Hancock, Knox, and Waldo and Washington Counties since as far back as 1846. The publications share a combined paid print and digital readership of approximately 100,000 along with an additional 240,000 combined average weekly visits to ellsworthamerican.com, mdislander.com, and the Knox and Waldo Village Soup sites. All have won numerous state, regional, and national awards for journalistic excellence and advertising.

The successful applicant will provide exceptional client care to the existing book of customers; embrace cold calling and prospecting; demonstrate strong people skills; employ excellent organizational skills to meet critical deadlines and have a strong commitment to meet and exceed all customer expectations while contributing to the overall growth of the publications.

The advertising product set includes print options in the weekly publications, special supplements, and inserts throughout the year as well as an ever-growing suite of digital options including impression ads, time on site ads, exclusive placement in email blasts, and sponsored content opportunities in both digital and print.

Essential job functions:

- Superior client care that meets and exceeds customer expectations
- Maintain an existing book of client accounts
- Nurturing existing customers
- Continually grow the book of client accounts
- Cold calling prospects in person, by phone, and email
- Possess or develop proficiency in our account management platform
- Coordination with clients and the composing and production teams to provide assets and verbiage for ads by the submission deadline.
- Review, proof, and approve ad copy for and with the client as appropriate

Preferred Skillset

- Proficiency with Microsoft Office Suite including Excel
- Basic knowledge with the Google Suite of products
- Excellent time management and organizational skills

The ideal candidate will:

- Have a passion for the print newspaper industry
- Demonstrate an understanding of newspaper print advertising including ad sizing, pricing, and specifications.
- Demonstrate an understanding of digital advertising including analytics for reporting to clients
- Strive to grow revenue of his / her client base by >15% / year

- Be able to work well independently or as part of a team, and to juggle multiple simultaneous projects with varying lead times
- Be proactive, self-directed, and able to prioritize and multitask effectively
- Be a problem-solver
- Be able to offer creative insights to help clients develop successful individual ads and advertising / marketing campaigns
- Contribute to in-house team brainstorming to establish new advertising promotions and opportunities for clients

The ideal candidate will demonstrate:

- Motivation to drive revenue through advertising sales
- A strong commitment to client care
- Attention to detail
- Excellent time-management skills

MaineStay Media offers a competitive salary and a comprehensive benefits package for employees including health insurance, retirement, paid time off, dental, life insurance and other supplemental benefits. A cell phone stipend and travel mileage are included in the package for the outside sales position.

Required Education: Associate degree or better and or the equivalent of 4 years professional / sales experience.

Job Status: Full Time Salary + Commission.

Website: mainestaymedia.com/careers

Interested persons should send a cover letter and resume to:

Tracy Scheckel

tscheckel@ellsworthamerican.com