

GOLDEN PEAK MEDIA

inspire • educate • connect

Advertising Account Representative

40k base – Opportunity for 100k commission

Overview:

Golden Peak Media is seeking a dynamic and motivated Advertising Account Representative with a strong background or keen interest in the Quilting, Fiber Arts, or Yarn industries. This is an excellent opportunity for a business development professional to leverage their knowledge of these communities to deliver integrated and strategic advertising solutions. The ideal candidate will have a passion for the craft industry, experience in digital advertising, and a proven track record in client management. This role is ideal for someone who is eager to grow and develop their skills in a collaborative and creative environment.

Key Responsibilities:

- **Client Retention & Relationship Building:** Maintain and strengthen relationships with established accounts by regularly engaging with companies within the Quilting, Fiber Arts, and Yarn communities.
- **Consultative Selling:** Understand the needs and objectives of advertising partners within these industries, offering creative and tailored advertising solutions that span print, digital, online education, events, competitions, and video channels.
- **Prospecting & Business Development:** Identify new prospects within the Quilting, Fiber Arts, and Yarn communities and upsell where appropriate to grow the territory and meet revenue goals.
- **Sales Presentations & Proposals:** Prepare and deliver compelling sales presentations and proposals to potential new accounts; follow up with key decision-makers to close sales.
- **Collaboration:** Work closely with the advertising, content, marketing, and production teams to ensure all advertising assets meet deadlines and client expectations.
- **Industry Engagement:** Increase company visibility by participating in industry events, trade shows, and company-sponsored activities.
- **Market Analysis:** Observe industry trends within the Quilting, Fiber Arts, and Yarn communities to proactively achieve strategic goals.

Qualifications:

- **Industry Knowledge:** Demonstrated interest or experience in the Yarn, Quilting, or Fiber Arts communities is essential.
- **Sales Experience:** Minimum of 2-5 years' experience in a customer-facing sales role, preferably within digital advertising or media sales, with a focus on client needs.
- **Communication Skills:** Excellent communication skills via phone and in person, with a strong focus on customer service and relationship building.
- **Project Management:** Strong organizational skills with the ability to prioritize tasks, meet deadlines, and manage multiple projects simultaneously in a fast-paced environment.

- **Technical Proficiency:** Proficient in client management programs and Microsoft Office Suite, including Excel and PowerPoint.
- **Team Collaboration:** Demonstrated ability to work collaboratively within a team environment.

Education:

- Bachelor's degree in a related field is preferred.

Perks:

- Competitive salary & benefits including health, dental & vision insurance
- 401k
- Flexible PTO and remote work options
- Passionate, creative team environment
- Employee discounts

Why You'll Love Golden Peak Media:

- We love crafting and arts, and if you do too, you can live it every day. Our events and content expose you to some next level skills that you can learn on the job (free access to all our online content and courses).
- Our brands-- from Fons & Porter's Love of Quilting to Artists Magazine-- are the most notable, celebrated brands in our industry and you get a chance to help shape them for an even brighter future.
- Everybody sweeps. No task is ever too small for our team. We sweat the details and are not afraid to get our hands dirty.
- We can promise you'll work with some of the smartest and most interesting people. We work hard and we have fun too. We care deeply about crafting and each other.
- We are purposeful, strategic, and mindful with our decisions, words, and behaviors.
- We cultivate curiosity, take risks, learn by doing, and reward future thinking.
- We encourage all voices. Team members are encouraged to share their thoughts and ideas. We embrace the notion that debate is healthy and knowing that an impassioned discourse leads to our best results.

This position offers an exciting opportunity to grow your career within the vibrant and creative world of Quilting, Fiber Arts, and Yarn, while contributing to the success of a leading media company. If you are passionate about these industries and have a knack for sales, we encourage you to apply.

Golden Peak Media provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

The statements used herein are intended to describe the general nature and level of the work being performed by an employee in this position and are not intended to be construed as an exhaustive list of responsibilities, duties and skills required by an incumbent so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the Company.