

Advertising Sales Manager, Golden Peak Media Brands

Full-time · Remote (eligible US states only — see Work location) · Reports to Vice President, Strategy

About the opportunity

Golden Peak Media is home to some of the most trusted names in the art and craft community — Artists Network, Fons & Porter's, Interweave, and Southwest Art — reaching engaged makers and artists across print, digital, email, and e-commerce channels. Our audience isn't passive: they buy, they make, and they trust our brands to recommend the materials, tools, and techniques that move their passions forward.

The Advertising Sales Manager owns relationships with the endemic brands that want to reach this audience. You'll build multi-platform programs that combine print authority, digital reach, email engagement, and event presence into solutions that perform.

The role

As an Advertising Sales Manager, you'll own a book of existing and new endemic advertisers across the GPM portfolio. The role is consultative and multi-platform — you'll lead with audience insight, build packages that mix print, digital, email, sponsored content, and event sponsorships, and own renewals, growth, and re-engagement of lapsed accounts. You'll partner with editorial, marketing, and operations to deliver campaigns that hit advertiser objectives and renew.

What you'll do

- **Retain and grow assigned accounts (~45%):** Manage relationships with active advertisers across your assigned brands. Lead renewal conversations, expand programs across additional platforms, and partner with editorial and operations to deliver against advertiser objectives.
- **Re-engage lapsed advertisers and develop new business (~25%):** Work the prioritized lapsed-advertiser list with consultative outreach. Identify and prospect new endemic categories. Build multi-touch outbound through email, phone, LinkedIn, and trade show channels.
- **Package, propose, and close (~15%):** Build multi-platform proposals tailored to advertiser objectives. Respond to agency and direct-brand RFPs. Negotiate annual programs and insertion orders.
- **Trade show and field activity (~10%):** Represent GPM at industry events including Quilt Market, h+h Americas, NAMTA, Craft Industry Alliance, and brand summits. Run booth meetings and convert show conversations into pipeline.

- **CRM and reporting (~5%):** Maintain accurate pipeline data and forecasting. Provide post-campaign analysis and renewal-ready performance reports.

Who you are

- Three or more years of media or advertising sales experience, ideally selling integrated programs across print, digital, email, and sponsorship.
- Comfortable with both direct-to-brand and agency-side selling. Experience responding to RFPs from media agencies.
- Strong consultative seller — you start with the advertiser's objective, not with your rate card.
- Multi-platform packaging mindset. You see the connection between a magazine spread, an email send, and a sponsored content series.
- Disciplined pipeline management and forecast accuracy. Familiarity with Zoho CRM, Salesforce, or HubSpot.
- Strong writer who can build a credible proposal and a clear post-campaign recap.
- Genuine curiosity about the maker community — you don't need to be a maker, but you should respect why advertisers want to reach this audience.
- A bachelor's degree is welcome but not required; relevant sales experience matters more.

Nice to have

- Existing relationships with endemic art, craft, fabric, or maker-category advertisers.
- Experience selling sponsored content, native, or branded content programs.
- Trade show selling experience (Quilt Market, h+h, NAMTA, or adjacent shows).
- Familiarity with audience research (BPA, MRI-Simmons) and digital ad measurement.

Compensation and benefits

- Base salary: \$55,000–\$70,000 depending on experience and location.
- Eligible for performance-based sales commission in addition to base salary.
- Comprehensive medical, dental, and vision coverage.
- 401(k) retirement plan (no company match at this time).
- Flexible PTO policy — take the time you need, coordinated with your manager around workload and deadlines — plus company holidays.

Travel

Approximately 10–15% travel, concentrated around trade shows and key advertiser meetings.

Work location and eligibility

This is a fully remote role. To support consistent payroll, tax, and employment compliance, we are only able to consider candidates who currently reside in one of the following states: Arizona, California, Colorado, Connecticut, Georgia, Idaho, Illinois, Indiana, Iowa, Maryland, Massachusetts, New Jersey, New Mexico, New York, Ohio, Pennsylvania, and Wisconsin.

How to apply

Send your resume and a short note about why this role fits to hr@goldenpeakmedia.com with “Advertising Sales Manager” in the subject line. We review applications on a rolling basis and aim to respond within two weeks.

Equal opportunity

Golden Peak Media is an equal opportunity employer. We celebrate diversity and are committed to building an inclusive team. We encourage applications from people of all backgrounds, including those who don't meet every listed qualification.