

JOB DESCRIPTION

Job Title

Advertising Sales Manager

Hours & Location

Part-time, flexible; up to 24 hours per week

Fully remote, with one meeting per month in person and frequent access to arts & culture events around Greater Boston

Salary

\$30/hour, with bonus potential based on sales goals

Reports To

Marketing Director

Position Summary

The Advertising Sales Manager sells and executes digital advertising on the ArtsBoston Calendar, various ArtsBoston branded emails, and physical assets at our booths at Copley Square and Faneuil Hall. The Advertising Sales Manager maintains and builds relationships with our client base of over 120 arts and cultural organizations and affiliated businesses and works closely with them to design custom promotional packages to build awareness of their arts and cultural events.

DUTIES AND RESPONSIBILITIES

- In partnership with supervisor, develop and proactively execute annual sales plans to meet or exceed annual advertising and sponsorship revenue goals
- Build and maintain relationships with arts organization members and other advertising prospects while partnering with them to better understand their marketing objectives and needs
- Actively engage clients with opportunities for potential new advertising sales, write sales contracts and update advertising sales materials
- Manage database of advertising contacts
- Manage advertising schedule and ensure creative assets run on time including scheduling paid emails, updating ArtsBoston Calendar with digital advertising, and managing printing and installation of posters at booths
- Execute contracts, provide ad performance metrics to clients
- Manage weekly sales reporting including confirmed and prospective sales and monthly financial reconciliation with accountant; manage invoice procedure
- Provide internal reporting on ad performance and occasional design help as needed
- Visit booths in person as needed or at least 1x per month to ensure accuracy of advertising placements and creative

- In partnership with supervisor, identify and develop new advertising/promotional opportunities to provide value to arts organizations and drive revenue

KNOWLEDGE & EXPERIENCE

- 3-5 years' experience working in sales
- Proven ability to follow through and close deals
- Demonstrated ability as a self-starter who shows the initiative to carry assignments beyond the original instruction in anticipation of future opportunities
- Excellent verbal, writing, and editing skills with a demonstrated ability to express ideas clearly and concisely
- Knowledge of and passion for Greater Boston's performing and visual arts communities
- Preferential if candidate already has Boston-based and/or arts-organization based contacts
- Ability to think creatively and innovate with new ideas around sales/promotion
- An optimistic attitude and a willingness to help, with the ability to interact positively with the public and staff
- Strong organizational skills, deadline and service driven, team oriented

TECHNICAL SKILLS

- Experience with Salesforce or other CRM and advanced proficiency with Microsoft Excel
- Experience with Mailchimp or other email platform and associated performance metrics
- Experience with Wordpress or other ad serving technology and associated performance metrics
- Experience with DocuSign and Quickbooks or other financial reporting software
- Experience with graphic design tools a plus

HOW TO APPLY

Submit your cover letter and resume to clairew@artsboston.org with Ad Sales Manager in the subject line. The resume should feature experiences relevant to the requirements of this position. No phone calls please.

ArtsBoston is an Equal Opportunity Employer. We are committed to hiring individuals who reflect the diversity of Greater Boston and encourage individuals who identify as disabled, BIPOC, women, LGBTQ+ to apply. Local candidates are preferred.

ABOUT ARTSBOSTON

Founded in 1975, ArtsBoston is Greater Boston's largest nonprofit arts service organization, serving dance and theater companies, musical ensembles, performing arts presenters, museums, and other cultural entities. Our award-winning programs engage over 100 member organizations, a network of over 500 arts administrators of color through NAACBoston, and reach more than 1 million arts consumers each year. Our membership ranges from large institutions to smaller, community-based

groups; 60% of our members have annual budgets under \$500,000. ArtsBoston established NAACBoston (Network of Arts Administrators of Color, Boston) to widen the leadership pipeline and enhance the visibility of professionals of color in Greater Boston's arts & culture sector. Our marketing expertise, professional development, and research foster the growth of an equitable and inclusive arts community in Greater Boston, one that welcomes and represents everyone.

EQUITY & ACCESS

Equity & access are core commitments interwoven into everything we do at ArtsBoston. We define equity as treating everyone fairly. An equity emphasis seeks to render justice by deeply considering structural factors that benefit some social groups/communities and harm other social groups/communities. Sometimes justice demands, for the purpose of equity, an unequal response (Source: YWCA, "[Our Shared Language: Social Justice Glossary](#)"). We recognize our part in the collective responsibility to foster an arts community in Boston that is inclusive of individuals with disabilities, including staff, partners, artists, and members of the public. We are continually improving the resources and accommodations that we offer, to ensure that everyone in our community can participate in arts programming with dignity, comfort, and independence.

ArtsBoston aims to cultivate a staff and board culture that fosters a sense of belonging for all, grows individual and collective cultural empathy; and attracts people who are excited about helping ArtsBoston deepen its impact across diverse communities in Greater Boston.