



# THE CHAMBER

FARGO MOORHEAD WEST FARGO

## JOB DESCRIPTION

**Position:** Director of Advertising & Sponsorships

**Date:** October 2024

**Reports to:** TBD

**FLSA:** Full Time, Exempt

### POSITION OBJECTIVES AND PURPOSE

The Director of Advertising & Sponsorships will play a crucial role in engaging the business community in The Chamber's visibility opportunities while driving organizational financial success. They will be responsible for driving revenue by selling advertising and sponsorship opportunities across the Chamber's various platforms, including digital, print, events, programs and initiatives. The role will develop strong relationships with local businesses by understanding their advertising needs, and providing solutions that help them reach The Chamber's extensive audience.

### ESSENTIAL FUNCTIONS

- Identify and prospect potential advertising clients, primarily local businesses and organizations.
- Sell advertising space in Chamber publications, event sponsorships, online ads on the chamber website, and other promotional opportunities.
- Build and maintain strong relationships with current and prospective clients.
- Develop customized advertising packages that meet clients' needs and align with Chamber goals.
- Meet or exceed monthly sales targets.
- Maintain detailed records of sales activities and client communications in the CRM system.
- Collaborate with the marketing team to ensure alignment of sales and promotional efforts.
- Attend Chamber events and engage with the business community to identify new opportunities.
- Stay informed of industry trends, market conditions, and competitor activity.
- Collaborates with Chamber staff and assists with other programs, events and publications as needed.
- Other additional and/or alternative duties as assigned from time to time.

## **MINIMUM QUALIFICATIONS**

Bachelor's Degree or equivalent work experience in sales, marketing, advertising or related field. Must have the following skills and abilities:

- Proven experience in sales, preferably in advertising or media sales.
- Strong understanding of digital, print, and event-based advertising.
- Excellent communication, negotiation, and presentation skills.
- Self-motivated, results-oriented, and able to work independently.
- Ability to build and maintain positive relationships with clients.
- Knowledge of marketing and advertising principles and trends.
- Values a fast-paced and collaborative work environment
- Embodies a community champion who is passionate about the region, community development and business vitality

## **WORKING CONDITIONS AND ENVIRONMENT**

The Chamber is a flexible work environment that offers competitive benefits including paid time off, adjusted summer hours, health and dental, and 401k contributions. Chamber employees have access to professional development opportunities through our high-quality events and trainings. The team culture is fun, innovative, collaborative and prides itself on excellence.