

Arkansas Newspaper Connection

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MARKETING – ADVERTISING DIRECTOR

The Jonesboro Sun is searching for a Marketing - Advertising Director with a proven track record of building partnerships and developing strategies for new and existing clients. The Marketing - Advertising Director will serve as the advertising sales leader for the Jonesboro Sun for our print and digital products.

The ideal candidate will possess expertise in advertising sales for both print and digital, have sales management experience, and experience in forecasting, budgeting, and revenue development.

Responsibilities include:

- Achievement of monthly and annual revenue goals
- Growing print and digital advertising revenues
- Leading sales training
- Planning and executing ideas for print and digital advertising campaigns
- Possess an understanding of competitive media and market growth opportunities
- Monitor and analyze competing media

Requirements:

- Minimum of three to five years management experience
- Proven ability to meet revenue goals
- Ability to work well with clients and business leaders
- Strong interpersonal skills
- Excellent communication skills, both written and oral
- Excellent digital skills including social media, digital analytics, and an understanding of digital market
- Sales training experience
- Proficient in Microsoft Office (Word, Excel, PowerPoint)

Benefits include:

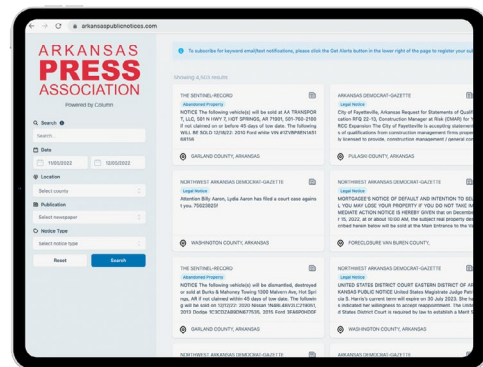
- Salary plus bonus opportunity
- Paid vacation
- Paid holidays
- 401k
- Health insurance
- Vision insurance
- Dental insurance

To apply: email your cover letter and resume to rterry@paxtonmedia.com

The Jonesboro Sun is an equal opportunity employer and does not discriminate on the basis of race, religion, color, sex, age, national origin, or disability. (3)

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PRESS
ASSOCIATION

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LET US
KNOW

We want to know about your new hires, retirees and promotions!

- Send your staffing changes to info@arkansaspress.org to be updated online and included in the Arkansas Publisher Weekly.

Ads run free for members and students for six weeks. Deadline is Tuesday 10 a.m.

Numbers in parentheses indicate weeks the ad has run.

Email to info@arkansaspress.org.