

## JOB POSTING - ADVERTISING SALES EXECUTIVE

### THE COMPANY

Sticks & Stones Publications has just successfully launched their first publication, Profile Edmonton. Profile Edmonton is a new concept magazine that is highly targeted at the 18-24 year old demographic. Sticks & Stones Publications is looking at transplanting the Profile concept aggressively to the other major Canadian cities but is currently looking to make the Edmonton implementation a defining success. We are looking for the right candidate to help drive this success from the ground up.

### THE POSITION

Building on the leg work already laid out by the founders, Sticks & Stones Publications has an opening for an **Advertising Sales Executive**. This position will be responsible for prospecting, identifying opportunities, building new business relationships and generating revenue for Profile Magazine and any other Sticks & Stones publication. Focusing on growing existing accounts and acquiring new clients, this position will be primarily placing outbound sales calls (to include cold-calls), conducting face-to-face meetings, making sales presentations and prospecting.

### MANDATORY REQUIREMENTS

The successful candidate should have:

- Experience selling print advertising to media buyers, ad agencies, and selling directly to media buyers and advertising managers in organizations.
- Experience selling print ads.
- 3 - 5 years of media sales background.
- Superior communication and presentation skills.
- Ability to work independently and within a team.
- "Hunter" instinct that prefers pure commission work for higher income potential.
- Undergraduate Degree preferred; preferably in a business-related discipline.

### ADDITIONAL REQUIREMENTS

An ideal candidate should have:

- The ability to build/lead a national sales team.
- A vertically mobile and youthful personality paired with the decisiveness of an effective leader.
- An address book full of national entities targeting 18-24's.

### APPLICATIONS

Send your resume and cover letter to [careers@andstones.ca](mailto:careers@andstones.ca)

Please include requested compensation structure and anything else you may feel valuable.

**Only selected candidates will be notified so please do not contact us as we will contact you.**

### TIMELINE

This position is posted until filled.