



## **Advertising Sales (Part Time Commission)**

**Application Deadline: Friday, February 4<sup>th</sup>, 2022 (noon)**

Birthing Magazine and Birthing Magazine Online are Canadian based publications whose mandate is to support families in having safe, natural and joyful experiences through the childbearing year and beyond. We share knowledge, empower families as health care consumers, and promote awareness of evidence-based care and informed decision making.

Birthing Magazine's current print distribution is 10,000 copies, three times a year. We have an opening in our sales team for a dynamic sales person. If you are an energetic, self starter, and results oriented sales professional, you may be what we are looking for. Your proven track record and entrepreneurial spirit will help you fit into our fast paced team environment. Most importantly, you want to be in a place that's full of people like you - top performers who are fiercely intelligent, share a passion for their work, and like to share a good laugh.

Birthing Magazine is published by Birth Unlimited, a non-profit society which was incorporated in 1982. Birth Unlimited operates using a sustainable business development model of balancing economic, environmental, and social considerations in its decision making and practices.

### **Job Duties and Responsibilities**

Reporting to the Birth Unlimited Board, you will work remotely from a home office. You will excel at:

- Identifying prospective clients and set targets in line with our philosophy and the international advertising standards that we are committed to:
  - World Health Organization's International Code of the Marketing of Breastmilk Substitutes [http://www.who.int/nutrition/publications/code\\_english.pdf](http://www.who.int/nutrition/publications/code_english.pdf)
  - International Charter's Ethical Advertising Standards <http://www.icharter.org/standards/eas405/index.html>
- Cold calling to get to the decision maker
- Creating and selling advertising packages for potential clients, with support from other staff
- Cross selling between print and online medias
- Developing and maintaining strong business relationships
- Connecting with advertisers between issues
- Preparing reports using web-based sales tracking software
- Using technology and social media to promote our magazine and website to appropriate advertisers and the community at large
- Attendance at Birthing community events (Trade shows, fundraisers, as required)
- Negotiating within acceptable guidelines
- Addressing client concerns in a timely and professional manner

## Qualifications

- Proven sales experience
- Comfortable cold calling
- Able to plan and achieve sales goals through business development
- Proficiency in Word, databases, spreadsheets, email, internet, social networking sites and solid grasp of technology and website terminology to communicate effectively
- Excellent written and verbal English language skills
- Knowledge of the birthing community is an asset
- Knowledge of pregnancy, birthing and early parenting culture would be an asset (particularly with regard to Alberta and Canada)
- Willing and able to travel locally in Calgary and area for sales visits when appropriate

## Key Core Competencies

- **Technical Skills:** Demonstrates competence and knowledge in business development, sales techniques and social networking.
- **Initiative:** Confidently and competently manages client accounts to ensure accurate and timely dissemination of information to the appropriate people; meets production deadlines and ad sales goals.
- **Teamwork:** Builds team capacity relative to sales strategies and tactics; works collaboratively rather than competitively and strives to continuously improve processes and maintain high performance.

Currently, this is a part-time commission sales position. We offer the flexibility of working remotely. However, you must be able to make uninterrupted sales calls/visits during daytime hours and to respond to email queries within 48 hours of receipt.

There is also an expectation that the incumbent will be available for bi-weekly staff conference calls, attend quarterly board meetings, attend bi-annual board and staff strategic planning sessions (typically held in Calgary, Alberta in January and June) and will plan holidays around established production deadlines.

**Applications will be accepted until February 4th at noon MST. Applications can also be emailed to Birth Unlimited c/o admin@birthunlimited.ca . Applicant must be legally entitled to work in Canada. Birth Unlimited is an equal opportunity employer. Selections will be made without regard to race, religion, sex, disability, marital status, age, or national origin.**