

Who We Are:

Northwest Yachting magazine is a privately owned, monthly publication based in the Ballard neighborhood of Seattle. Founded in 1987 and aggressively redesigned in 2016, our editorial focus is on chronicling and sharing the Pacific Northwest boating lifestyle with our dedicated reader base. We are a free, advertiser-driven publication, meaning that we place a premium value on both our paid advertisements *and* our editorial space. *Northwest Yachting* strives to be a fun, exciting and creative place to work, and our staff is immersed in the northwest lifestyle, both on and off the water.

Who we are looking for:

We are seeking an enthusiastic, self-motivated, deadline-oriented individual who can sell advertisement space in a long-established-but-recently redesigned marine publication that focuses on the Pacific Northwest boating life. Our ideal candidate has a strong sales background in the Seattle marine trade (previous ad-sales experience at a publication or website is a serious plus), has experience working with a close-knit staff, and is comfortable working in the fast-paced world of media. Furthermore, the candidate should be comfortable and confident working independently as well as collaborating with the publisher, our office administrator(s) and our art and editorial teams to ensure that the magazine is actively serving our loyal advertiser and reader base.

Responsibilities:

- Service existing accounts while actively trying to secure new conquest accounts.
- Leverage new and existing contacts to create new business.
- Revisit old accounts to rekindle business.
- Work with the publisher and other staffers to develop special advertisement opportunities (print and online) for our key clients.
- Work with the publisher and our administrative staff to ensure that all clients meet their deadlines for space reservations, materials submittal and approvals, as well as their payment obligations.
- Work with clients to ensure their approval of any advertisements that are designed in-house.

- Verify that the correct advertisements have been placed on the correct pages.
- Work with the publisher and other staffers to identify new and non-endemic advertisers that could be a great fit for the magazine.
- Work with the publisher and other staffers to create new revenue opportunities for the magazine.
- Carefully proof the magazine in the final two days of each ship cycle (prior to shipping to the printer) to ensure that all ads are clean, grammatically correct and approved by the client.
- Work both independently collaboratively with the publisher and staff in a deadline-driven environment.
- Represent the magazine at trade shows, industry events, and other marine-related functions as required.

Job Requirements:

- Confident, energetic and gregarious personality.
- Ability to work independently with little oversight.
- Ability to cultivate new lines of business while simultaneously managing and servicing existing accounts.
- Proven ability to sell, and to create new lines of revenue for a business.
- Strong administrative and communication skills; ability to manage each stage of an ad-buy process, from initial conversation to publication.
- Clear understanding of the publishing landscape in the year 2016, both in terms of legacy (print) and online media.
- Willingness to work with the editorial team to ensure clear in-house communications and to facilitate high returns-on-investment for our clients.
- Ability to develop long and lasting client relationships, and a willingness to foster these relationships while simultaneously developing new relationships via frequent field visits and minimal time spent in-office (with the exception of the final few days of each shipping cycle, when you will be required to be in-house to help proof advertisements).
- Knowledge of boating and the Seattle/Pacific Northwest marine industry.

Position Details:

- Full-time, Monday through Friday, starting immediately
- Base accounts, plus commissions
- Residual commissions
- Inside support from Northwest Yacht's publisher and staff
- Fun, exciting and creative work environment
- Benefit package- included vacation, medical, dental and voluntary retirement contribution package.

How to Apply:

Please send a portfolio resume, cover letter, and a list of references to: Michelle@NWYachting.com. Short-listed candidates will be invited to interview in person. No phone calls, please.