

January 3, 2019

## **NEW JERSEY BRIDE**

### **Advertising Account Executive**

*New Jersey Bride* is seeking an Advertising Account Executive. This position is responsible for key relationships with an established list of longstanding clients as well as with prospecting for and landing new business. The successful candidate must demonstrate a record of success in media sales across multiple platforms, including print, digital and mobile, as such experience is critical to achieving sales goals for this position.

Responsibilities include but are not limited to:

- Represent the *New Jersey Bride* brand in the bridal marketplace throughout the state.
- Manage and grow the advertiser account list for *New Jersey Bride*, print and digital.
- Maintain the excellent relationships of current accounts by providing best-in-class customer service for existing clients, who expect the best from *New Jersey Bride*.
- Grow the assigned region and categories by identifying and qualifying new prospects, making contact with key decision makers, successfully presenting the benefits of advertising with *New Jersey Bride*, and then closing the sale.
- Do all of the above making best use of the company's CRM and marketing resources and capabilities. Required to be exceptionally comfortable with Microsoft Word, Excel, and PowerPoint. Experience with the HubSpot sales and marketing platforms is a big advantage.

To be considered, candidates must possess:

- 3+ years of experience selling advertising, preferably including significant experience in all print and digital platforms.
- Because of the specialized nature of the bridal media business, experience in both media sales and the New Jersey wedding industry is a significant advantage.
- Outstanding presentation skills utilizing any and all presentation techniques and platforms.

- Proven ability to prospect new clients, generate leads and close sales, creating new business for *New Jersey Bride*.
- Manage multiple clients and prospects simultaneously and work collaboratively within the company sales environment and with the editorial, production, and financial departments.
- Ability to work in our Morristown headquarters and to travel frequently and consistently throughout the state of New Jersey.

Please apply by sending cover letter, resume and salary requirement to:  
[AccountExec@newjerseybride.com](mailto:AccountExec@newjerseybride.com).

### **About *New Jersey Bride***

We are passionate about helping the New Jersey bride create the wedding she's always dreamed of by providing the only personal connection between her and the best New Jersey wedding resources. We love New Jersey weddings and believe there is no better place to get married.

From delivering local, inspiring New Jersey wedding content – including everything from fabulous wedding and fashion coverage to comprehensive venue guides (listing more than 275 Garden State wedding facilities) and advice from local experts – *New Jersey Bride* is the one resource New Jersey brides can't do without.