



Advertising and Sponsorship Specialist

Are you a dynamic sales professional with expertise in advertising? Do you enjoy developing advertising solutions for others that drive value for them while also achieving new forms of revenue? Are you creative and an active listener?

The Agricultural Manufacturers of Canada (AMC), a national, industry association for manufacturers of farm equipment in Canada, has a great opportunity for someone who is ingenious and outcomes driven. To flourish in this new role as the Advertising and Sponsorship Specialist, you:

- Enjoy engaging with people on a regular basis;
- Have a reputation for high quality interpersonal, communication, and leadership skills;
- Are knowledgeable and have experience selling or working with various types of advertising (print, digital, events, etc.); and,
- Love learning and talking about farming and farm equipment.

Preference will be given to candidates with 3-5 years of industry related experience in a sales role and/or completed post-secondary certification in Agribusiness, Marketing, Advertising and/or a related field. Included in this package is the overview of the responsibilities and ideal background that will enable success.

AMC offers employees:

- Competitive base salary with compensation incentives related to revenue generation.
- Opportunity for travel.
- Development of flexible work arrangements based on performance and interest.
- Opportunity to offer innovative solutions through AMC's publications, events, and other potential channels.

If you want to be part of a small but dynamic team, please send a cover letter and your resume to Leah Olson on or before October 27, 2017: leah@a-m-c.ca

We thank you for all submissions but will be reaching out only to qualified candidates.



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Key Responsibilities:

- Reporting directly to the President, sell advertising in AMC's print and digital publications as well as sponsorship of our events.
- Conduct in person and over the phone meetings with agricultural equipment manufacturers and key suppliers to identify new revenue opportunities and partnerships.
- Create and secure proposals with members for advertising and sponsorship with AMC.
- Contribute to the growth of AMC's membership by appropriately presenting membership benefits and opportunities to engage and attend events hosted by AMC.
- Liaise appropriately with members regarding advertising sales and provide quality assurance, data and relevant analytics to proactively identify the benefits of advertising and sponsoring AMC's initiatives.
- Act as an advisor to members on advertising and sponsorship packages.
- Special projects as assigned from time to time by the President.

Advertising Coordination/Management:

- Work with members to plan and implement advertising campaigns for their own products, services, events, and/or other opportunities relevant to the membership.
- Serve as liaison between the member and publication/design team when required – recommend appropriate sizes and formats for the medium being used.
- Develop proposals for advertising strategies to solidify advertising agreements.
- Coordinate and close all advertising sales available through AMC – print and digital publications as well as events.
- Stay informed and up to date on the most current advertising mediums, their required formats, package offerings and relevance to AMC.
- Liaise appropriately with colleagues to ensure communication of sponsorship and/or advertising opportunities are coordinated with other AMC events and projects.
- Collect and report on key metrics relevant to AMC's members regarding their advertising dollars.
- Provide a regular report to the President regarding total advertising dollars by organization, trends and feedback from members.

Publication/Event Sponsorship:

- Develop and implement annual sponsorship agreements for various association events, advertising platforms including digital, print, display and other sources.
- Provide value to members by understanding the marketing needs specific to their organization in order to make appropriate recommendations regarding event sponsorship or publication advertising.
- Continue to develop understanding of various publications/events available in the market/region to maximize the potential of investment through AMC events/publications



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Innovative Revenue Opportunities:

- Understand the needs of the members in order to build a network of preferred partners, vendors, and/or advisors through preferred partnerships while increasing member incentives
- Coordinate the presentation of association partners in order to increase member benefits and incentives and open potential for new revenue streams

Desired Skills and Expertise:

- Progressive experience selling advertising and promoting event sponsorships.
- Desire to be part of a small but effective team.
- Excellent communication skills and customer focus.
- A team player who is self-motivated.
- Ideally someone who is knowledgeable and seeks to know what is happening in the agricultural and manufacturing sectors.
- Someone who will uphold and enhance our core values: teamwork, excellence, accountability, respect and fun.
- Comfortable working with and at ease handling confidential information.

Employment Terms and Conditions:

- Our standard work week is Monday to Friday, from 8:00 a.m. to 5:00 p.m. (40 hours per week).
- We ask that you be aware and accept that for our team to be successful it is not always an 8-5:00 job and additional hours may be necessary especially when hosting large events such as our annual convention and trade show.
- Our primary focus is 'results' – as you become more confident in your role and meet performance goals, we offer increased flexibility for personal time off etc. ensuring a balance of 'give and take' for both parties.
- Must adhere to AMC Policies and Procedures.
- Base salary: \$40,000-\$45,000 including full benefits with the opportunity for a bonus when revenue criteria are met.
- Bonus calculation: Will be paid quarterly up to \$50,000.
- Company laptop to be supplied after 90 days of employment.
- Personal mobile phone required – expenses to be compensated.