



Advertising Sales Position

(PART TIME COMMISSION)

Application Deadline: Monday, March 1, 2010 at 12pm (noon)

Birthing Magazine is a Canadian based quarterly publication 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 is published by Birth Unlimited, a non-profit society which was incorporated in 1982.

Birthing Magazine's print distribution is 10,000 copies. In 2009, we launched our completely redesigned website. 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.

JOB DUTIES AND RESPONSIBILITIES

Reporting to the Editor in Chief, 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 advertisings standards that we are committed to:
 1. World Health Organization's International Code of the Marketing of Breastmilk Substitutes www.who.int/nutrition/publications/code_english.pdf
 2. International Charter's Ethical Advertising Standards www.icharter.org/standards/eas405/index.html
- Cold calling to get to the decision maker
- Creating and selling advertising packages for potential clients
- Upselling existing advertisers and cross selling between print and web
- Developing and maintaining strong business relationships
- Preparing reports and using web-based sales tracking software
- Using technology to promote our magazine and website to appropriate advertisers
- 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, 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)

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.

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 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 weekly staff conference calls, attend bi-annual board and staff strategic planning sessions (typically held in Calgary, Alberta in May and November; transportation and billeted accommodation provided) and will plan holidays around established production deadlines.

Applications will be accepted until Monday, March 1 at 12pm. They can be mailed to Birth Unlimited c/o Karen Crowdis, 848 Archwood Road, SE, Calgary, Alberta, T2J 1C4, or emailed to editor@birthingmagazine.ca or faxed to 403-232-1667.

Birth Unlimited is an equal opportunity employer. Selections will be made without regard to race, religion, sex, disability, marital status, age, or national origin.

Visit www.birthingmagazine.ca for information about Birth Unlimited and Birthing Magazine.