

About the Delaware State Chamber of Commerce

Founded in 1837 as the Wilmington Board of Trade, the Delaware State Chamber of Commerce has a long history as the largest, most influential business organization in the state. We are a unified voice for business with a mission to promote an economic climate that enables businesses of all sizes and types to become more competitive in a constantly changing, increasingly global, and unpredictable environment. Put simply, we are uniquely positioned to bring people together to solve problems, create jobs, promote business, and improve the quality of life for all Delawareans.

OUR TWO PILLARS:

ADVOCACY: The participation and support of our members contribute to conversations, ideas, and solutions geared toward the common goal of shaping the future of Delaware's business community. Through our affiliates and industry-specific committees, we attract, retain, connect, and leverage champions of free enterprise who are invested in securing the future of Delaware's business community.

NETWORKING: In-person meetings are proven to yield a stronger return on investment. With this notion in mind, we curate events throughout the year designed to bring people together, create important conversations, and provide opportunities for business and community leaders to work together with policymakers. We are also able to host virtual and hybrid events with our virtual event platform to allow for people far and wide to meet each other and participate in conversations.

Manager, Digital and Print Advertising Sales

The Delaware State Chamber of Commerce is actively seeking a dynamic and results-driven Manager of Digital and Print Advertising Sales to join our vibrant communications team.

Reporting directly to the Vice President of Communications, the Manager of Digital and Print Advertising Sales will play a pivotal role in generating revenue for the State Chamber through strategic sales across our diverse media platforms. The manager will collaborate closely with the team to sell print advertising in Delaware Business Magazine, our bi-monthly publication, and in our Legislative Roster, printed biannually. Additionally, the manager will oversee the sale of digital advertising on the State Chamber website (www.dscc.com), our podcast "Conversations with Kelly," and within our email marketing campaigns. This position is commission-based.

Primary Responsibilities

The essential duties and responsibilities include the following:

- Oversee all advertising sales of key State Chamber communications products.
- Identify and develop growth and engagement strategies for existing and new customers.
- Fully understand the value of each State Chamber product and cross-sell where appropriate.
- Provide feedback from advertising customers to the communications team and think creatively about developing products of interest.

- Maintain accurate customer contact information.
- Collaborate with the Vice President of Communications to develop an annual advertising budget.
- Attend State Chamber events, fostering relationships with members to understand their needs and potential advertising options.
- Create invoices for each magazine issue and send them to members along with the tear sheet.
- Develop relationships with advertising agencies and vendors.

Skills and Qualifications

A successful candidate will:

- Possess five or more years of selling experience, with a preference for advertising sales.
- Demonstrate organizational skills, attention to detail, and the ability to meet crucial publishing deadlines in a fast-paced environment.
- Project confidence and have effective communication skills.
- Employ good written and oral communication skills.
- Have ability to learn quickly and take ownership.
- Possess excellent customer service and relationship building skills, with strong follow-throughs.
- Be proficient in Microsoft Office programs (Word, PowerPoint, Excel) and have the ability to learn or work with CRM programs (e.g., Atlas – MemberClicks, Salesforce, etc.).

Experience and Requirements

Candidates should have a minimum of five years of selling experience, with a preference for advertising sales. The position requires the ability to work some early mornings and some evenings throughout the year.

Compensation and Benefits

The estimated compensation for this contract commission-based position is \$65,000 – \$75,000, with a potential to make more.

Interested applicants should email a cover letter and resume to dsc@dscc.com.