About Daily Nutmeg and the New Ad Sales Position

Daily Nutmeg currently has 20,000 subscribers signed up to receive each weekday edition in their inbox. Every article published since the Jan. 25, 2012 launch (1,600+) is archived and searchable on the website, dailynutmeg.com, which gets 375 page views per day on average.

I think we have delivered consistently and well on the original editorial premise, that being to present something of real interest about New Haven and surrounding areas each day, appealing to individuals who like the Elm City and wanting to know it better. We’ve invested substantially in the editorial and photography, with a salaried editor and associate editor plus paid freelance.

Until now the ad sales and marketing have been handled by myself. But there is still so much untapped potential in a number of categories, particularly in the retail arena. The time has come to add a new full-time position, devoted 100% to ad sales, marketing and branding, so that DN can grow to the next level in New Haven.

The person we’re looking for doesn’t necessarily have to have years of experience in ad sales. It’s of more value to be self-starting, willing to learn and able to recognize opportunities. Asking good questions and listening carefully are also essential traits. Being conversant with social media is a plus since it does represent one form of competition for marketing dollars.

An affinity for—and interest in—all things New Haven will be a help for succeeding in this position. So is taking a genuine interest in current and prospective advertisers’ businesses, learning their customer demographics, and then communicating the marketing values DN offers to them. Much of the job satisfaction comes from helping a client develop the right ad messaging for our audience, which results in a meaningful return on their advertising investment.

This person should be organized for timely response to client requests, preparing contracts, gathering ad materials and so on. Living in or near New Haven for quickly and easily getting to prospect business locations, covering more bases, will accelerate one’s success.

It is also necessary in any kind of sales and marketing work to be resilient in the face of objections and ready to handle them in a friendly, personable way. Not everyone is going to say Yes, or be prepared to listen at this moment to the benefits DN can bring to their business.

Compensation will be a combination of salary and commission on sales. Salary because it takes time and persistent contact work for prospects to move through their decision-making and planning process. And commissions in order to reward success. Compensation should grow from year to year as a result of developing relationships and knowledge about assigned clients. We are looking for someone who can grow with us over time, both in responsibility and in earning power.

To indicate your interest, please send an email and current resumé to me at the address below. To learn more or for answers to questions, feel free give me a call.

Sincerely,

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May 23, 2018