

Sustainable Industries

Business Development Director / San Francisco

Sustainable Industries, an independent, award-winning business magazine, web site and media event business, seeks a skilled Business Development Director to manage key components of the business and execute strategy to take the business to the next level. We've been steadily growing our brand for five years, and we've crafted plans for a breakthrough year that will offer our biggest growth opportunities yet. If you know the media/publishing business and are interested in the green business niche, *Sustainable Industries* has earned its reputation as an authentic and trusted early adopter, dedicated to quality of content, and operating in the rapidly growing regional B2B space. In short, this is a huge opportunity offering awesome responsibilities and equally awesome rewards for success.

Main duties of the Business Development Director include:

- ▶ **Advertising Management and Sales:** Manage and grow an advertising sales team of 4+ account execs to achieve ambitious goals and enjoy success while selling a product they feel great about. Build and nurture relationships with key national advertisers, and evaluate and manage contracts with outside agencies.
- ▶ **Events Strategy:** Oversee and optimize the profitability of our annual Sustainable Industries Economic Forums in Seattle, Portland and San Francisco; manage contracts with event vendors; coordinate event sponsorship opportunities in collaboration with ad sales team.
- ▶ **Marketing & Circulation:** Manage the magazine's relationship with our circulation fulfillment vendor; develop and nurture key industry and event partnerships; collaborate with partners on a robust marketing and public relations strategy; and execute circulation marketing strategies to maintain and grow our valued readership.
- ▶ **New Business Opportunities:** Develop a sophisticated readership lead list and unified marketing database. Work with the Publisher to rollout new business opportunities, including brand extensions, new events, custom publishing opportunities, and augmented online offerings.

Qualifications we seek in a Business Development Director include:

- ▶ Minimum 5+ years experience in a senior-level media/publishing role
- ▶ Proven track record in sales; highly motivated dedication to success
- ▶ MBA or equivalent; excellent leadership and communications skills
- ▶ Top-notch organizational dexterity; attention to quality and detail

This is a full-time position with a base salary determined commensurate with experience, in addition to generous commission rates on advertising and event sponsorship sales. Bonus commissions kick in contingent on your sales team exceeding practical annual goals. Medical benefits begin after three full months of employment. An annual profit-sharing bonus plan and employer-matching retirement plan are available to employees after two full years of employment.

This job announcement is open until Feb. 1, 2008. Please email a memo of interest and resume to brian@sustainableindustries.com.