



### **INSTITUTIONAL MEMBERSHIP & SPONSORSHIP SALES LEADER Job Posting**

The Center for Michigan seeks a full-time institutional membership and sponsorship sales leader to join our team and help take our fast-growing nonprofit organization to the next level in revenues in order to support our civic mission and support our growing team of talented journalists.

We are looking for a proven sales professional who knows Michigan, has a passion for the state and its people, and who can succeed in a small, entrepreneurial nonprofit environment where work is more than just a job. Every member of our team is committed to building a state that is a better place to live, work and play for all citizens. If you share that commitment, we want to hear from you.

We seek to connect our civically engaged readers with local and statewide businesses and organizations. This position will contribute to a team finding creative ways beyond the traditional digital banner ads to help make those connections, using every available digital engagement tool and event marketing to produce positive outcomes for our advertisers and sponsors and offer meaningful experiences for our readers.

This position will research, identify, prioritize, pursue, close and manage underwriting and sales agreements with new and existing customers statewide and regionally. With a ten year history of success, Bridge Michigan's readership is solid and we are poised for continued growth.

We are seeking an individual who is charismatic, organized, an excellent speaker and writer, and passionate about our mission. The ideal candidate will have a combination of the following attributes:

- Several years of consultative business development and/or sales experience, ideally in the field of regional advertising or marketing; Challenger sales experience a plus;
- A keen understanding of, or willingness to be a quick study, of independent, nonprofit organizations and journalism.
- Experience with digital and online marketing, including social media;
- A tenacious attitude and strong desire to be successful;
- Outstanding communication and interpersonal skills, both verbal and written;
- Ability to work independently and be a team player;
- Ability to self-identify strategy, create material assets, and execute independently;
- Ability to analyze data and conversion metrics and adjust strategy quickly based on business insights;
- Ability to travel within Michigan with the proclivity to enjoy meeting people and forge fruitful business relationships;
- Organization skills, professional demeanor, positive attitude and a sense of humor; and
- Interest in becoming part of an entrepreneurial nonprofit organization, an openness to new ideas and a willingness to be flexible.

Experience: A candidate for this position should have several years of working experience in marketing, advertising sales, or business development. The candidate will also demonstrate proficiency working with CRM systems, preferably Salesforce, as well as demonstrated experience working in digital/website advertising programs and marketing campaigns. A suitable candidate will also have a proven successful track record of influencing, meeting, and exceeding sales targets.

Communication Skills: The candidate must have exceptional communication skills and even stronger negotiation skills in order to grow the underwriting sales and sponsorship volume for Bridge Michigan.

Technological Savvy/Analytical Skills: In a world that has widely accepted technology and technological communication channels in their day to day lives, it is imperative that the candidate be technologically and analytically adept.

Interpersonal Skills: A candidate for the position must be an excellent team player, be persuasive with an ability to overcome objections, be self-motivated, and have an ability to thrive in a fast-paced environment. They must also have an ability to work effectively within a group setting, be highly creative, be target driven, be able to work with minimal supervision, be customer-oriented with a good sense of humor, and demonstrate composure in times of uncertainty. Public speaking experience is a plus.

Education: Candidates should have at least a bachelor's degree in business, marketing, communications or other related field. An equivalent of the same in relevant work experience is also acceptable for this position.

The candidate must have the ability to travel around Michigan and occasionally out-of-state. The position will be expected to work out of the Center for Michigan's Ann Arbor area office in a hybrid work-from-office/work-from-home environment, spending approximately 2-3 days a week in the office working with other Center staff. The position reports to the Center for Michigan's Chief Operating Officer, Katy Locker.

### **How to Apply:**

Position is open until filled. Please submit brief answers to the questions below and a resume to [jobs@centerformichigan.org](mailto:jobs@centerformichigan.org). We will be glad to hear from you, and will do all we can to answer any questions you have about the Center for Michigan, the role and the hiring process.

Three questions to answer in brief in lieu of a cover letter:

1. What about this position compelled you to apply?
2. What personality traits do you possess that make you a good fit for this position?
3. Describe how you would approach starting an underwriting/sales function to support the work of Bridge Michigan.

### **About The Center for Michigan**

Founded in 2006, The Center for Michigan is a nonpartisan “think and do tank” which seeks to improve citizen engagement and public education in Michigan through in-depth journalism and engagement. The Center publishes Bridge Michigan which is a nonprofit, nonpartisan news organization that provides passionate and rooted Michigan readers with honest, fact-driven journalism on the state's diverse people, politics, and economy. The Center also publishes the editorially independent BridgeDetroit which is a nonprofit news and engagement organization that is laser-focused on lifting up the issues that Detroiters themselves identify as important to their lives. The Center is a nonprofit that relies on the support of individual member donations, sponsorships, and philanthropic support.

The Center for Michigan offers competitive salaries and flexible work arrangements. The targeted base compensation for this position begins at \$75,000 annually; an additional incentive structure is contemplated as a significant part of this position's compensation. Our offices have a casual environment and we respect work-life balance. Benefits at the Center for Michigan include:

- medical, vision and dental insurance
- 4-6 weeks of maternity/paternity/adoption leave
- minimum three weeks paid time off per year

The Center for Michigan is an equal opportunity employer, committed to diversity in our workforce and creating an inclusive environment. As we are working towards building an organization that better reflects the communities we serve, we especially encourage members of traditionally underrepresented communities to apply, including people of color, women, members of the LGBTQIA+ community, and people with disabilities.