Marketing & Media Sales Manager | Job Description & Responsibilities

Taste the Local Difference (TLD) builds consumer demand for local food and helps farm and food entrepreneurs build successful, well-connected and thoughtful businesses.

TLD’s Sales Manager and is responsible for selling TLD’s print and digital media opportunities to businesses across the State of Michigan. Their role is integral to the mission and sustainability of TLD. The ideal candidate has strong sales experience and comfort with both print and digital media.

**TLD Sales Manager is expected to:**

1. Meet an annual sales goal of at least $100,000
2. Work cooperatively, and communicate closely with regional staff
3. Develop sales leads for TLD services across Michigan, particularly in areas with little coverage.
4. Consistently complete required CRM tasks
5. Present themselves professionally in both written and verbal communications
6. Act in a manner consistent with TLD’s core values and founding principles
7. Assist CEO in further developing Sales Team

**Desired Qualifications:**

1. Extensive sales experience
2. Strength in building and maintaining authentic relationships
3. Comfort with cold calls and in-person visits (when applicable)
4. Quick learner
5. Ability to ask questions
6. Self directed and comfortable with remote based work
7. Strong time management and organizational skills
8. An interest in local food systems
9. Confidence selling print and digital advertising
10. Experience using CRM software

Taste the Local Difference® is an equal opportunity employer and does not discriminate on the basis of race, ethnicity, age, religion, gender, marital status, sexual orientation, disability, veteran status, political orientation, or any other characteristic protected by federal, state, or local law. We strongly encourage people of color, LGBTQ+ individuals, and veterans to apply.

This full-time position has a salary of $40,000 with 10% commission and includes healthcare after 60 days of employment. This staff member is expected to be living in the State of Michigan, with preference given to residents in West Michigan, Northwest Michigan and Mid Michigan.

Applicants should apply online at [localdifference.org/sales](http://localdifference.org/sales) and include an updated resume.