



NOW RECRUITING!

Sales Manager

TO APPLY, SEND:

- 1. **Brief Cover Letter**
- 2. **Resume**

Email Application → admin@sharingalaska.com

STATUS

- **Full-Time:** ~40 hours / week
- **Location:** Anchorage / hybrid work environment
- **Start Date:** Mid-May – June 1

COMPENSATION

- **Salary:** \$60,000 - \$75,000+
- **AND** up to 15% sales commission
- Opportunities for paid training, advancement, and health insurance

COMPANY OVERVIEW

Sharing Alaska is a rapidly growing tourism media startup with around 1,000,000 followers across social media. Sharing Alaska was born out of a desire to share the beauty and wonders of Alaska with locals and visitors alike. We partner with local businesses and tour operators to create a strong, sustainable, and eco-friendly tourism economy in the Last Frontier by showcasing tour companies' products and services. We pride ourselves on having high standards for our team, our partners, and our users and viewers.

POSITION OVERVIEW

We are excited to add a Sales Manager to our growing team to drive Sharing Alaska's business-to-business advertising sales efforts. This role is a combination of advertising sales and general sales, establishing creative partnerships, and an understanding of social media and the tourism industry. The Sales Manager will focus on promoting Sharing Alaska's partnership packages (E.g. tour partnerships, advertisements, consulting services, and promotional packages etc.) to the hospitality industry; and educating the tourism industry about Sharing Alaska's digital media and social media services and reach.

The successful candidate will foster direct relationships with tour companies and other relevant businesses to capitalize on Sharing Alaska's social media advertising and other digital-related services. We are looking for a self-disciplined, organized, and client-facing people-person with 1) sales experience, 2) knowledge of Alaska's tourism industry and 3) social media landscape to join the Sharing Alaska team!

KEY RESPONSIBILITIES:

- **B2B Sales:** Pitch and sell Sharing Alaska's range of partnership packages to prospective tourism businesses, emphasizing value and ROI, and Sharing Alaska's ability to drive follower growth, brand exposure, and ultimately, tour sales for clients.
- **Advertising Knowledge:** Stay updated with social media trends, Sharing Alaska's social media channels, services, promotional packages, and other offerings to provide accurate and compelling sales pitches and presentations to clients.
- **Jobs Board:** Manage Sharing Alaska's Jobs Board webpage and conduct outreach to tourism companies to post relevant job openings on Sharing Alaska's job board.
- **Relationship Building:** Foster and maintain positive relationships with Alaskan tourism companies, hotels, and restaurants.
- **Collaboration:** Work closely with the social media teams to develop compelling sales materials, promotions, & strategies.
- **Reporting + Maintaining:** Track, analyze, and report sales metrics to senior management, meeting monthly targets; refine sales brochure and marketing packets (minimal design); update and maintain website sales verbiage; lead ad promotions.
- **Lodge Partnerships:** Responsible for creating partnerships with tour operators to promote the Sharing Alaska Anchorage Lodge; additional lodge management as needed by senior management.

QUALIFICATIONS:

- 4+ years of business-to-business (B2B) sales experience; advertising or corporate sales
- 2-4+ years of knowledge and experience with Alaska's tourism industry and Alaskan culture, landscape, and lifestyle
- Excellent pitching, communication, presentations, and negotiation skills (written and verbal) and attention to detail
- Understanding of the different social media platforms such as Instagram, TikTok, Facebook, YouTube, and Twitter
- *Preferred* Bachelor's degree in Business Administration, Marketing or similar
- Adept at using design tools like Canva, Adobe Suite or similar
- Startup or early-stage company experience a PLUS
- Ability to work independently and collaboratively in both a remote setting and in **Anchorage, Alaska**