

Delmarva Public Media

Part-Time Public Media Sponsorship Sales Representative (Delaware Focus)

4.22.26

Delmarva Public Media is seeking a dynamic, relationship-driven sales professional to grow and sustain sponsorship revenue in Delaware. This role combines networking, account development, and strategic outreach to connect mission-aligned businesses with public media audiences.

Key Responsibilities

- Develop and expand sponsorship revenue with a focus on Delaware through networking and proactive sales
- Build and maintain strong relationships with current and prospective sponsors
- Research industries, categories, and prospective accounts across the full Delmarva Public Media coverage area
- Manage ongoing sponsor communications and outreach
- Track, manage, and report on digital advertising inventory across the sales region
- Execute sponsor engagement strategies (e.g., newsletters, email campaigns, surveys, seasonal outreach)

Qualifications

- 3–5 years of experience in media sales or a related field
- Strong communication and relationship-building skills
- Proficiency with a variety of systems and tools including CRM's, Microsoft Office and email marketing platforms (e.g., Constant Contact)
- Self-motivated with the ability to work independently

Work Schedule & Requirements

- Part-time, up to 24 hours per week
- Flexible schedule
- Remote work with occasional in-office meetings
- Willingness to travel throughout the Delmarva region

Compensation

- Contract position at \$20/hour, up to 24 hours per week
- Quarterly bonus potential of \$2,000-\$7000 based on performance

Send resume, cover letter and references to
Judy Diaz, Delmarva Public Media General Manager
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