

Advertising Network Manager

Position Description

Hours: Full time (37.5 hours per week). Potential for job share or part-time negotiable.

Location: Remote (hybrid/work from home, options for office bases in Melbourne or Sydney)

Salary: \$98,000 + superannuation (12%) and phone/internet expenses (\$60 per month)

About the role

This is an exciting opportunity to drive advertising revenue for local and independent news publishers through proactive sales and relationship-building. Leading LINA's collective advertising network, you will connect quality advertisers with engaged, community-focused audiences across our member publications.

The Advertising Network Manager will be responsible for:

- Generating new advertising sales and revenue across the publisher network;
- Building and maintaining strong relationships with media agencies, advertisers and clients;
- Presenting compelling advertising solutions that meet client objectives;
- Managing the full sales cycle from prospecting through to campaign delivery and reporting;
- Contributing to the growth and sustainability of independent news media in Australia; and
- Supporting publishers to participate in campaigns and grow their advertising capacity.

About the team

You will report to the Executive Director and collaborate with the Technical Manager to develop the advertising model and supporting technology. You will work closely with a small, committed team and directly engage with publishers and media clients to trial and scale new advertising initiatives that strengthen media diversity in Australia.

About the membership

LINA members are locally owned and controlled news publishers, gathering news content by and for a defined community. They publish quality news content across a broad range of topics, engaging journalists and contributors within their communities.

About you

You are a motivated and results-driven sales professional with a passion for connecting advertisers with quality audiences. You have experience in digital media sales and understand the media buying landscape, including government advertising processes.

You are personable, persuasive and professional, with excellent communication and negotiation skills. You thrive on building relationships and are comfortable initiating contact with new prospects as well as nurturing existing client accounts.

You can develop and deliver compelling sales presentations, manage multiple accounts and deadlines, and work independently to meet targets. You are adaptable, solutions-focused, and genuinely interested in supporting the sustainability of independent news media.

Experience with tools such as CRM systems, Google Workspace, Canva and ad serving platforms (e.g. Broadstreet Ads or similar) will be favourably regarded.

You are eligible to work in Australia on a permanent basis and have access to a fast and stable internet connection. You are a collaborative team member who contributes positively to a small, committed team environment.

Key responsibilities

The Advertising Network Manager will work to deliver LINA's collective advertising representation project and associated advertising revenue streams.

Key responsibilities include:

1. Sales & Revenue Generation

- 1.1. Proactively identify, approach and secure new advertising clients
- 1.2. Achieve agreed sales targets and revenue goals
- 1.3. Develop and present tailored advertising proposals and media kits
- 1.4. Negotiate contracts and close sales across digital, print and complementary media offerings
- 1.5. Grow the network of publishers represented over time

2. Client Relationship Management

- 2.1. Build and maintain strong, long-term relationships with media agencies, advertisers and clients
- 2.2. Manage and grow the sales leads database and client pipeline
- 2.3. Serve as the primary point of contact for client enquiries and bookings
- 2.4. Ensure high levels of client satisfaction and identify opportunities for repeat business

3. Campaign Coordination & Reporting

- 3.1. Manage bookings and schedules to meet client and publisher expectations
- 3.2. Coordinate with publishers to ensure smooth campaign delivery
- 3.3. Monitor campaign performance and provide clients with regular reporting
- 3.4. Contribute to internal sales reporting and forecasting

4. Market Development & Representation

- 4.1. Promote the value of LINA's independent news audiences to potential partners
- 4.2. Stay informed of industry trends, competitor activity and market opportunities
- 4.3. Represent LINA at relevant conferences, events and client meetings (including interstate travel)
- 4.4. Ensure LINA and its members are promoted in a positive and professional manner

5. Publisher Engagement & Support

- 5.1 Understand the needs and obstacles of small media organisations
- 5.2 Build capacity and share best practice media sales techniques

The Advertising Network Manager will support the implementation of LINA's strategic goals and adapt to respond to the emerging communications needs of this young organisation over time.

Application

LINA is committed to the production of independent news stories from a diversity of voices and perspectives. We welcome applications from Aboriginal and/or Torres Strait Islander people, people from a diversity of genders, cultures, linguistic backgrounds, abilities and experiences. Should you require any support to participate in the application process, please contact us.

Submit your current CV plus a cover letter (no longer than two pages) detailing your relevant experience via email. Applications without a cover letter or CV will not be considered.

For further information contact:

Claire Stuchbery, Executive Director via claire.stuchbery@lina.org.au or 0403 520 765