

Advertising Sales Representative (Online & Print)

Organization: Canadian Christian Directory

Location: Remote / Work-from-Home (Serving clients across Canada)

Position Type: Full-time or Commission-based

Role Overview

The Canadian Christian Directory is looking for a motivated, faith-driven Sales Representative to help us grow our network of advertisers and directory partners. In this role, you will be the primary point of contact for Christian businesses, ministries, and organizations across Canada, helping them reach their target audience through our online directory and advertising platforms. Your goal is to drive revenue growth by identifying new leads and nurturing existing relationships.

Key Responsibilities

- **Business Development:** Actively identify and reach out to Christian businesses, non-profits, and ministries across Canada to present our advertising opportunities.
- **Relationship Management:** Build and maintain long-term relationships with current advertisers to ensure high renewal rates and satisfaction.
- **Consultative Sales:** Understand the unique mission of each client and recommend the best advertising packages (online listings, banner ads, featured spots) to help them succeed.
- **Sales Targets:** Meet or exceed monthly and quarterly sales goals for new and recurring revenue.
- **Product Knowledge:** Clearly explain the benefits of being part of a national Christian directory and the value of our digital traffic.
- **Reporting:** Maintain an accurate record of sales activities, leads, and client interactions in our database/CRM.

Qualifications & Skills

- **Proven Sales Experience:** 2+ years of experience in sales, ideally in digital advertising, directory listings, or media.
- **Mission Alignment:** A deep understanding of the Canadian Christian landscape and a commitment to supporting faith-based organizations.
- **Communication:** Exceptional verbal and written communication skills; ability to pitch professionally over the phone and via email.
- **Self-Starter:** Highly motivated and able to work independently in a remote environment.
- **Tech-Savvy:** Comfortable using CRM tools, Google Workspace, and explaining digital ad metrics to clients.

What We Offer

- Competitive commission structure (or base + commission).
- Flexible work-from-home schedule.
- The opportunity to support and grow the visibility of Christian work across Canada.

How to Apply: Interested candidate email your resume to info@ccbd.ca