



## Media Sales Representative

Sarnia, ON

Blackburn Media is seeking a dynamic and results-driven Media Sales Representative to join our Sarnia Sales Team. The ideal candidate will be responsible for selling advertising space across our media platforms—including digital, radio broadcast (COOL FM, FOXFM and CHOK), and social media—to help clients grow their businesses. This role combines prospecting, client relationship management, and strategic selling.

### **RESPONSIBILITIES:**

- Identify and generate new advertising sales leads through cold calling, networking, and prospecting.
- Meet and exceed monthly, quarterly & annual sales goals on COOL FM/FOX FM/CHOK & Digital Platforms.
- Develop and maintain strong relationships with existing clients to ensure continued business and client satisfaction.
- Conduct client meetings to understand marketing needs and present tailored advertising solutions.
- Prepare and deliver compelling media proposals and presentations.
- Negotiate contracts and close sales
- Collaborate with internal teams (creative, production, graphic design and programming) to execute campaigns effectively.
- Receivables Control
- Stay informed about industry trends, market conditions, and competitor activities

### **REQUIRED SKILLS AND QUALIFICATIONS:**

- Proven experience in media sales, digital / radio advertising, or related fields (2+ years preferred).
- Strong understanding of digital marketing, radio advertising, and emerging platforms.
- Excellent communication, negotiation, and presentation skills.
- Goal-oriented and self-motivated with the ability to manage time effectively.
- Proficiency in CRM tools and Microsoft Office (Word, Excel, PowerPoint).
- Degree in Marketing, Business, Communications, Digital Marketing or related field (preferred)

A competitive compensation package & Benefits will be set to meet the needs of the successful applicant.

Interested applicants are invited to email a resume in confidence to:  
**careers@blackburnradio.com**

Please ensure that the subject line in your email is “Sarnia Sales”  
Please note we will contact the successful candidates for further interviews.

Deadline: Applications will be accepted until 5:00 PM on Friday, April 10th, 2026.  
Only those considered for an interview will be contacted.

Blackburn Media Inc. is an equal opportunity employer and encourages diversity in the workplace. We are committed to providing a fair and equitable work environment and encourage applications from qualified individuals and genders, visible minorities, Indigenous peoples and persons with disabilities.

Applicants should identify if they require accommodation during the recruitment process on a confidential basis.

At Blackburn Media, we are committed to fair and transparent compensation. Final offers are tailored to your unique skill set, education, and professional experience. To uphold our commitment to pay equity, we also ensure every offer aligns with the internal parity of our current team.

Blackburn Media does not use AI or automated systems in the screening or selection of job applicants. All hiring decisions are made by our team.