

## The Brooklyn Rail

### Director of Advertising Partnerships

***This position requires an entrepreneurial driver of digital & print advertising revenue to cultivate financially advantageous partnerships, particularly with businesses and brands in the arts, media & entertainment, lifestyle, travel, leisure, and creative economy sectors.***

**The Brooklyn Rail** is a nonprofit journal and media platform that produces digital and print publications for the arts, culture, humanities, and politics that feature in-depth critical essays, fiction, and poetry; interviews with artists, critics, and curators; and reviews of art, music, dance, film, books, and theatre. The Rail was founded 26 years ago with content centered on the New York art scene; however, in recent years The Rail has increasingly covered national and international stories.

A print edition is published 10 times annually. 100,000 physical copies are annually distributed free of charge to over 200 cultural and community gathering spaces in 39 states. Two million readers annually access The Rail at no cost through the [website](#), which is currently undergoing a significant redesign to make content more accessible and to incorporate more advertising features. There are also organized panel discussions, readings, film screenings, music and dance performances, and curatorial projects. The organization has 16 staff and a budget of about \$2.5m. Hundreds of writers and editors annually produce content for The Rail.

***Required for this role is a strong track record of personally cultivating advertisers and growing sales for digital advertising. When hired, this person will be a department-of-one and will grow the ad sales function and team via sales success.***

#### **BASIC FUNCTION**

Reporting to the Executive Director, the Director of Advertising Partnerships will be responsible for all digital and print ad sales and sponsorships for The Brooklyn Rail.

This Director will execute the full ad lifecycle from pitching to print, including:

- market segmentation and identification of prospects;
- advertising sales workflows from first approach, to initial close, to cultivation of ongoing relationships with advertisers;
- development of advertising pricing and packages; and
- analysis of feedback and metrics to maximize (and demonstrate to advertisers) the value of their relationship with The Rail.

This Director will largely focus on advertisers located in major metropolitan areas that have strong arts and culture ecosystems. The Rail already has deep relationships in Greater New York's art ecosystem, and there is still substantial opportunity for growth in this market. Other metro markets with a strong museum and gallery ecosystem that will likely be targeted include (in alphabetical order): Atlanta, Boston, Chicago, DC, Dallas/Fort Worth, Houston, Los Angeles, Miami, San Francisco, and Europe, among others.

In terms of advertising targets, there is a large opportunity in arts-adjacent business sectors like travel, luxury, lifestyle, media, and entertainment. While both print and digital advertising can be expanded upon, the latter offers opportunity for extensive growth. This Director will also be responsible for building a new event sponsorship business line for the organization.

**MAJOR RESPONSIBILITIES**

The Director of Advertising Partnerships will initially be a “department of one” and financial success will determine department growth. The Director will have the following major responsibilities:

- Own and execute the entire ad sales process to maintain, improve, and expand existing partnerships with the Brooklyn Rail’s existing advertisers while identifying, targeting, and acquiring new partnerships, including in underexplored markets.
- Identify and tailor optimal formats, packages, and pricing for advertising sales that will appeal to and deliver value to current and prospective clients.
- Set, pursue, and achieve ambitious goals for revenue generation, focusing on high-value prospects and contracts.
- Act as an outward-facing representative of the organization, maintaining positive relationships and reputation, namely in the eyes of sales targets.
- Monitor ad performance, analyze relevant findings, and adjust strategies based on data-driven insights.

**REQUIRED EXPERIENCE & PERSONAL CHARACTERISTICS**

The Director of Advertising Partnerships should have the following type of experience and qualifications:

- 5+ years in an outward-facing ad sales role: candidates must be able to demonstrate their successes selling digital advertising. Experience selling print advertising is valuable but not the primary driver for The Rail’s advertising revenue growth. There must be deep knowledge of sales practices and workflows and experience executing them.
- An entrepreneurial mindset and the proven ability to effectively drive earned revenue with a style that, while growth-oriented, prioritizes maintaining positive relationships with senior stakeholders and reputation rather than aggressive sales tactics.
- The knowledge, discipline, and attention to detail required to analyze and make data-driven decisions to maximize results for both The Rail and advertising partners.
- Interest in, knowledge of, and connections within the arts, culture, and lifestyle worlds and other relevant ecosystems that could be tapped as potential advertisers; proven ability to create and maintain senior relationships that lead to continued and additional sales.
- The ability to ensure on-time delivery of needed assets without sacrificing quality. Knowledge of digital and print media production practices is valuable.

Values, organizational culture and attitudes are key as the Executive Director and Publisher continue to build out the management team. Successful candidates should be:

- Mission-driven with a belief in and commitment to accessible, democratized journalism for arts, culture, and politics.
- Intrepid yet tactful; determined yet respectful of others’ concerns; someone with the flexibility and creativity needed to find alternative ways to reach objectives when

***The Brooklyn Rail***  
***Director of Advertising Partnerships***

barriers arise; a skilled negotiator who does not drive themselves or others into a corner.

- Confident and competent, able to stay organized, self-manage, and align with strict publication deadlines; comfortable being a “department of one.”
- A hard worker with a high energy level; a “doer” with a willingness to work hands-on in developing and executing a variety of activities, all while staying well-organized and grounded in data.
- Excited and able to work on big projects with a small team; one who understands the subtleties of collaborating with a diverse group of personalities with different work styles.
- A good listener and strategist; comfortable receiving input from many sources, and able to analyze and formulate disparate information into a sound, actionable plan; able and willing to engage in constructive dialogue to reach the best solutions.
- Emotionally mature with a very good sense of humor and the flexibility and sensitivity to work with diverse personalities and situations.

**COMPENSATION**

Compensation will be comprised of base and variable components, with an expected range of \$135,000 - \$150,000. Success will determine future compensation levels.

For more information please contact:

**Juliana Sprague**

(973) 581-3912 or [julianas@moppenheim.com](mailto:julianas@moppenheim.com)

**Mark Oppenheim**

(415) 762-2640 or [marko@moppenheim.com](mailto:marko@moppenheim.com)

**m/Oppenheim Executive Search**

558 Presidio Boulevard, Box 29625,  
San Francisco, CA 94129-0625