

The Macon Melody

PARTNERSHIPS AND SALES SPECIALIST

LOCATION: Macon, Georgia (On-site only)

ORGANIZATION: *The Macon Melody* and the Georgia Trust for Local News

REPORTS TO: Executive Editor, *The Macon Melody*

ALSO WORKS CLOSELY WITH: Leadership of the Georgia Trust, including the Executive Director, and the Chief Portfolio Officer of the National Trust for Local News

ABOUT US

The Macon Melody is a nonprofit newsroom serving the vibrant city of Macon, Georgia, with in-depth reporting on the people, stories and progress that shape our community. *The Melody* is the first startup newsroom launched by the National Trust for Local News, a national nonprofit organization founded in 2021 to save and transform community newsrooms. The National Trust currently operates in Colorado, Maine and Georgia through statewide networks that strengthen and grow local journalism. As part of the Georgia Trust for Local News — a network of 20 community publications — *The Melody* is helping advance that mission across the state.

ABOUT THE ROLE

The Macon Melody is searching for a Partnerships and Sales Specialist to help drive successful outcomes at one of the nation's most important local news conservation efforts. This is more than a sales role — it's an opportunity to shape the local news landscape across the state of Georgia, where trusted local journalism meets innovative digital solutions. This isn't just about sales — it's about reinventing how local businesses connect with their communities. You'll join a talented local team and will drive revenue growth through smart, modern digital strategies while strengthening our legacy in print. Your leadership will be the catalyst for new business expansion, digital transformation and a high-performance sales culture across the Georgia Trust for Local News. Our Macon operation includes our weekly print edition, maconmelody.com, special publications, e-newsletters, social media platforms, an upcoming short-form video series and podcast, and other developing products.

This position is ideal for an early-career professional passionate about local news and community impact. You'll receive hands-on training, mentorship and continuing professional development through the Georgia and National Trusts. While we welcome

applicants with sales or related experience, we also encourage those with no formal experience — but with a warm personality and a passion for our mission — to apply.

This role supports the future of local journalism in Georgia. By connecting businesses and organizations with our audience, you'll help grow trusted reporting and keep the beat of Macon strong.

KEY RESPONSIBILITIES

- Develop and maintain relationships with local businesses, nonprofits and agencies.
- Sell and coordinate advertising placements across our product portfolio.
- Assist in creating advertising packages and sponsorship proposals that align with client goals and our mission.
- Track sales activity, revenue and deliverables.
- Represent *The Melody* at community events, business gatherings and networking opportunities.
- Collaborate with colleagues to ensure partner content and sponsorships are mission-aligned and audience-focused.
- Participate in sales and professional development training through the Georgia and National Trusts.

QUALIFICATIONS

- Two to three years of experience in sales, marketing, communications or related field preferred (internships count).
- Excellent communication and relationship-building skills.
- Interest in community journalism and local storytelling.
- Organized, self-motivated and goal-oriented.
- Comfort with customer relationship management software and digital advertising tools a plus.

COMPENSATION AND BENEFITS

- Attractive base salary with generous, above-industry commission potential.
- Optional cafeteria plan offering dental coverage and supplemental insurance, including disability and life insurance.
- Paid time off and holidays.
- Professional development opportunities through the Georgia and National Trusts.

HOW TO APPLY AND HIRING PROCESS

To apply, send your resume and the phone numbers and email addresses for three professional references to joshua@maconmelody.com. Applicants will complete three

interview rounds: a phone screening with the Executive Editor of *The Macon Melody*; a phone or virtual interview (via Zoom or Google Meet) with the Chief Portfolio Officer of the National Trust for Local News; and an in-person interview with the Executive Editor of *The Macon Melody* and the leadership team at the Georgia Trust for Local News.

We're looking to fill this position before the start of 2026, with an anticipated first day of work on January 5, 2026.

If you have questions about this position, contact Joshua Wilson, Executive Editor of *The Macon Melody*, at joshua@maconmelody.com or by phone at 478-200-8750.