
THE GREEN LINE

Job Title: Advertising Sales Representative

Location: Remote/Hybrid – Toronto, ON

Hours: Starting at 10 hours per week

Compensation: \$22 per hour plus commission

Start Date: Immediately

ABOUT US

The Green Line is an award-winning hyperlocal news outlet that investigates the way we live to help young and other underserved Torontonians survive and thrive in a rapidly changing city. Since launching in April 2022, our award-winning journalism has resonated with Torontonians who do not see themselves represented in legacy news media, especially Gen Zs and millennials ([three-quarters](#) of our audience is made up of 18- to 44-year-olds). We've received press coverage for and worldwide interest in *The Green Line's* Action Journey, our original editorial model. We're a non-partisan news outlet that strives to maintain the [highest standards](#) for our work in terms of journalistic integrity.

ROLE OVERVIEW

We're seeking a part-time Advertising Sales Representative to grow advertising, sponsorship and partnership revenue. This role is well suited to a relationship-focused salesperson who can identify strong prospects, understand client goals and turn those conversations into relevant opportunities across *The Green Line's* platforms and projects.

The position starts at 10 hours per week and offers a flexible remote schedule. The representative will earn \$22 per hour, plus a 10% commission on new advertising and sponsorship revenue they bring in and close, and a 5% commission on renewals they actively manage. Commissions are calculated on revenue received, excluding HST, refunds, and external production or event costs.

KEY RESPONSIBILITIES

Prospecting and Relationship Development

- Identify businesses, organizations and agencies that align with The Green Line's audience and values.
- Build and manage a pipeline of prospective advertisers and sponsors.
- Conduct outreach through email, phone calls, in-person meetings and networking at events.

Sales and Proposal Development

- Sell advertising and sponsorship opportunities across our website, newsletters, social channels, events and special projects.
- Develop proposals and packages that respond to client goals and budgets.
- Negotiate agreements and close sales.

Pipeline Management and Campaign Coordination

- Maintain organized records of leads, conversations, proposals and confirmed campaigns.
- Coordinate with *The Green Line's* business development team to ensure campaigns are delivered accurately and on time.
- Maintain a clear separation between advertising relationships and editorial decision-making.

REQUIREMENTS

- Experience in advertising, sponsorship, business development or media sales.
- Strong written and verbal communication skills.
- Comfort initiating conversations and building new relationships.
- Strong organizational skills, self-direction and consistent follow-up.
- Ability to understand client needs and translate them into relevant opportunities.
- Interest in hyperlocal journalism and alignment with *The Green Line's* community-focused values.

PREFERRED QUALIFICATIONS

- Familiarity with Toronto's business, nonprofit, agency or media communities.
- Experience managing sales targets, client relationships or advertising and sponsorship accounts.

WHY JOIN US?

- Help grow the revenue that supports independent, community-focused journalism in Toronto.
- Work on a flexible, remote schedule with hourly pay and commission.
- Be part of a mission-driven newsroom using journalism to spark change.

HOW TO APPLY

Send your resume and cover letter explaining why you're a great fit to hello@thegreenline.to with the subject line: Advertising Sales Representative – [Your Name]. In your cover letter, please include any examples of sales results, client relationships or revenue targets you have managed.