

WORK VAPOR

Job Link: <https://workvapor.com/jobs/associate-producer-65k-75k-brand-sales-232376/>

ASSOCIATE PRODUCER – \$65K-\$75K – BRAND SALES

BASE SALARY

USD 49700 - USD 75000

DESCRIPTION

Associate Producer (Sales – US)

Company: Gusto Worldwide Media

Location: United States

Work Type: Remote

Employment Type: Full-time

Salary: \$65,000–\$75,000 per year

Reports To: CEO

Contact Details

Email: hr@gustotv.com

Application: Send your resume and cover letter

About Gusto Worldwide Media

Gusto Worldwide Media is looking for an Associate Producer to support sales and brand partnerships in the United States.

The position focuses on connecting with national brands and evaluating opportunities for integrated participation in television shows.

About the Position

The Associate Producer will speak with national brands and senior marketing leaders.

The position requires strong communication, curiosity, professionalism, and strong sales skills. The Associate Producer will research each brand, lead discovery meetings, explain

television integration opportunities, and guide qualified prospects toward closing conversations.

The role includes approximately 10–15 high-level discovery and qualification meetings each week.

Key Responsibilities

Brand Qualification and Discovery

- Conduct 10–15 scheduled brand meetings each week.
- Speak with national brands and executive-level decision-makers.
- Lead strategic discovery conversations.
- Understand brand goals and marketing priorities.
- Evaluate potential fit for television show integration.
- Assess brand needs and potential opportunities.
- Maintain strong executive presence.
- Adapt conversations based on client responses.

Presentation and Program Education

- Explain television integration opportunities.
- Present storytelling and creative integration options.
- Explain production timelines.
- Explain marketing exposure.
- Discuss participation expectations.
- Explain financial commitments.
- Discuss scheduling requirements.
- Present confidently to senior marketing and C-level executives.

Research and Follow-Up

- Research each brand before meetings.
- Use LinkedIn, RocketReach, and LeadIQ.
- Use relevant AI tools for research and preparation.
- Prepare meeting talking points.
- Anticipate brand-specific questions.
- Send customized follow-up materials.
- Answer open questions after meetings.
- Provide clear next steps.
- Schedule closing conversations with qualified brands.

Collaboration and Production Support

- Work with production leadership.
- Work with partnerships leadership.
- Confirm brand fit.
- Confirm integration feasibility.
- Attend studio shoots when required.
- Support brand participants during production.
- Help create a smooth production experience.

CRM and Reporting

HIRING ORGANIZATION

Gusto Worldwide Media

EMPLOYMENT TYPE

Full-time

JOB LOCATION

? Remote work from: United States

DATE POSTED

? 09/14/2026

- Maintain accurate CRM records every day.
- Track lead status changes.
- Record communication notes.
- Track meeting outcomes.
- Manage follow-up tasks.
- Report on sales progress.
- Track pipeline strength.
- Report meeting results.

Prospecting

- Make outbound cold calls.
- Conduct additional prospecting activities.
- Generate supplemental sales opportunities.
- Attend consumer trade shows when needed.
- Support lead generation and business development.
- Handle rejection with professionalism.
- Maintain persistence during high-volume outreach.

Key Performance Indicators

- Weekly target of 15 scheduled appointments.
- Minimum 1 closed deal per month.
- Minimum monthly revenue target of \$49,700.
- Daily CRM updates.
- Consistent pipeline management.
- Timely communication.
- Strong follow-through.
- Effective closing performance.

Required Skills and Qualifications

- Exceptional verbal communication skills.
- Strong articulation.
- Strong executive presence.
- Ability to ask strategic questions.
- Ability to ask thoughtful questions.
- High energy and creativity.
- Ability to think quickly during conversations.
- Strong research skills.
- Experience using LinkedIn.
- Experience using RocketReach.
- Experience using LeadIQ.
- Familiarity with AI research tools.
- CRM experience.
- Experience with HubSpot, GoHighLevel, or similar CRM systems.
- Strong organizational skills.
- Strong follow-up habits.
- Ability to handle objections.
- Comfortable with high-volume communication.
- Willingness to make cold calls.
- High resilience.
- Comfortable handling rejection.

Experience Requirements

- 2+ years of business development experience.
- 2+ years of partnerships experience.
- 2+ years of client-facing sales experience.
- Experience speaking with C-level executives is strongly preferred.
- Experience speaking with senior marketing executives is strongly preferred.
- Media experience is a plus.
- Advertising experience is a plus.
- Production experience is a plus.
- Agency experience is a plus.

Additional Expectations

The position may require attendance at studio shoots.

The Associate Producer may support brand participants during production days.

The selected candidate must represent the company professionally. Strong brand and client relationships must be maintained.

The role also requires continuous improvement in communication, call performance, and closing effectiveness.

Work Environment

- Remote position.
- United States-based sales responsibilities.
- Fast-paced work environment.
- High-volume communication.
- Regular interaction with senior executives.
- Occasional studio and production attendance may be required.

Compensation

Salary is \$65,000–\$75,000 per year.

How to Apply

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