

POSITION DESCRIPTION

Position title: Advertising Sales Account Executive

Reporting to: Advertising Sales Manager

- Aim of Position:**
- Grow monthly advertising sales revenue from a set group of clients;
 - Increase the magazine's market platform;
 - Increase the magazine's buying platform; and
 - Add new sales skills, improve current sales skills and increase knowledge of the magazine's related industries in order to move into an account manager role.

- Key Results Areas:**
- Magazine advertising sales revenue;
 - Customer service;
 - Trade marketing;
 - Reporting; and
 - Sales training participation.

CRITICAL TASKS

Magazine advertising sales revenue

- Assist in the formulation of monthly revenue targets;
- Pursue all possible sales opportunities with utmost vigour – everybody gets a call;
- Communicate agreed sales story;
- Ensure accurate record keeping of all communication with all current and prospective clients; and
- Exceed monthly revenue targets and earn commission.

Customer service

- Ensure on-time delivery of advertising material from clients;
- Follow-up each advertiser after their ad has run; and
- Ask for feedback and suggestions and relay all client feedback – positive and negative – to the Advertising Sales Manager.

Trade marketing

- Direct mail the market platform every three months;
- Email the market platform every month; and
- Suggest improvements to magazine trade marketing collateral.

Reporting

- Prepare and present weekly sales reports to the Advertising Sales Manager – these must include:
 - sales activity (number of calls made, number of clients approached);
 - conversion rates (number of signed sales);
 - hot prospects for the next month;
 - new objections & responses to those objections;
 - competitor activity;
 - cumulative monthly revenue against sales plan; and
 - advertisers lost and won
- Informal regular reports on sales progress; and
- Informal regular reports on general market conditions.

Sales training participation

- Always attend scheduled sales training sessions on time – no excuses; and
- Pay attention, ask questions, make suggestions and be outspoken during sales training sessions; and
- Take notes and keep them for future reference.



SKILLS REQUIRED AND PERSONAL ATTRIBUTES

Skills

- Excellent core sales skills;
- Time management and the ability to prioritise;
- Ability to take on responsibility;
- Excellent verbal and written English communication and presentation skills;
- Staff management and training skills;
- Problem solving skills;
- Diplomacy both inside and outside the sales team and the company; and
- Strong computer skills especially in the areas of Word, Excel, & Powerpoint.

Personal Attributes

- Team player and leader;
- Trustworthy, honest, professional and discreet;
- Sense of humour;
- Must enjoy a challenge;
- Confidence in own ability;
- Common sense and initiative;
- People person with the ability to lead, manage, mentor and train.
- Ability to be successful without supervision and with, at times, with only minimal management direction;
- Ability to maintain a positive, motivational, “get things done” attitude, especially when faced with difficult circumstances; and
- Strong work ethic.

Qualifications

- Not applicable.

Required Experience

- Not applicable.