

ADVERTISING SALES REPRESENTATIVE

Job Summary:

The purpose of the Advertising Sales Representative position is to meet and exceed sales objectives along our service area by promoting and selling CTA advertising space to qualified advertisers. This position requires professional sales techniques to build and develop long-term advertising relationships that grow CTA advertising sales.

This fast-paced mid-level position requires customer relations skills, accuracy, professionalism, and attention to detail as it relates to the public and fellow employees. This position requires continual interaction with customers, fellow employees and the public as well as coordination with Department Directors, the Assistant Executive Director and the Executive Director. This position is routinely supervised.

This position handles confidential data that must be handled properly and the CTA confidentiality statement will be enforced. Must adhere to and abide by all policies and procedures as detailed in company and department handbooks.

Essential Functions:

- Meet and exceed sales objectives along our service area by promoting and selling transit advertising to qualified advertisers.
- Manage local and national accounts.
- Continuously identify new prospects through cold calling, networking and referrals. Perform research and identify new potential customers and new market opportunities.
- Be aware of our direct competition (newspaper, radio, TV, cable and yellow pages) to develop new ad sales leads.
- Create daily planner/sales program to maintain daily sales routine.
- Handle contracts, billings and phone sales of all CTA advertising spaces.
- Knowledge of accounts receivable billing to generate and send out invoices. And, follow up on, collect and allocate payments.
- Maintain accurate listing of sold/available advertising.
- Maintain organized, up to date, records of clients and sales activity.
- Prepare written presentations, reports and proposals. Prepare monthly, quarterly, and annual sales forecasts.
- Become an active team member of CTA and an active member of the advertising community. Actively participate in sales meetings, regional meetings, seminars and trade shows.
- Maintain a professional sales appearance.
- Minimize travel time and maximize time in the field with clients by clustering your accounts geographically.
- Maintain client profiles and be prepared to submit daily planners, call reports, sales plans, forecasts and expense reports on a timely basis.

- Follow up on all client production orders and ensure campaigns begin and end as the client requested. If any problem exists, communicate immediately with the Assistant Executive Director and the client to find a solution.
- Periodically check advertising locations to ensure that all are up to standard.
- Analyze and monitor personal sales date and reports.
- Operate within given expense budget.
- Assist with creative messaging and successful advertising executions.
- Assist, when necessary, in handling the public who call or come in by answering questions, giving directions, dealing with complaints, etc.
- Perform all other job duties as assigned by Assistant Executive Director.

Experience:

- Minimum of three (3) years previous advertising sales experience required. National Sales experience a must. Ability to provide ad space reporting and negotiate and close agreements with larger clients required.
- Must be proficient in use of general office equipment with strong emphasis on Microsoft Office Suite, to include proficiency in Excel and Word.
- Must be able to handle many tasks at once while paying close attention to detail.
- Must possess strong organizational skills, along with good oral and written communication skills.
- Requires the ability to take initiative to meet and exceed goals.
- Must have general ad sales techniques and be familiar with print/production options.
- Knowledge of A/R billing.
- Must maintain a positive attitude, work well with fellow employees and vendors, as well as perform effectively under fluctuating workloads.

Education:

- High school diploma or equivalent required. Bachelor's Degree preferred.

Must pass the company Drug and Alcohol screening test and abide by all drug free work place policies. Must not have been convicted of any felony involving weapons, narcotics, theft, bodily injury, threatened injury or fatality.

Job Type: Salaried Full Time

Pay Range: \$45,000 - \$55,000 plus 5% Commission