



ADVERTISING JOB DESCRIPTION

Job title	Telephone Sales Canvasser
Location	Based at North Quay, Great Yarmouth. The Company reserves the right at anytime to require you to work at a different location in our circulation area, either on a temporary or permanent basis, on giving you reasonable notice of this requirement.
Reference number	<i>LB024</i>
Reporting relationships / organisation chart	Reporting to the Retail Team Leader of the Waveney team, who reports to the General Manager.
Job purpose	To sell, over the telephone, advertising within a defined range of publications [print and online] so that volume and revenue are maximised.
Job dimensions	<p>The job holder is accountable for achieving individual sales and telephone call targets which have been agreed with the Sales Manager. Although the job holder is expected to work with little day to day supervision from his/her team leader, targets are monitored weekly.</p> <p>Control over assets – responsibility only for taking care of equipment provided for personal use.</p> <p>Contribution to Archant performance - the identification of potential clients, establishing needs and developing advertising solutions that produce results. This is achieved through the use of negotiation and sales skills; coupled with the ability to write advertising copy, and recommend the best advertising solutions for clients based on their geographical / classification / product type.</p>
Main responsibilities	<ul style="list-style-type: none">• To meet or exceed agreed sales and cold calling targets in order to increase revenue and business activity by:<ul style="list-style-type: none">➤ maintaining the appropriate level of contact with existing customers;➤ identifying and following up on new business opportunities;➤ promoting the benefits of Archant and Archant products.• To establish excellent relationships and to provide a high standard of service to external and internal customers, in accordance with Archant Customer Care and Equal Opportunities policies, so that advertisers continue to place business with Archant by:<ul style="list-style-type: none">➤ matching customers' needs with the most appropriate Archant product to achieve the desired result for the advertiser;➤ processing copy and pre-payment (where applicable) accurately within agreed deadlines;➤ ensuring all queries (CAPs) are effectively resolved and authorised in accordance with local procedures (within 48 hours);➤ informing Credit Control promptly of potential issues;➤ informing and/or consulting other Archant departments when appropriate;➤ keeping all client records up to date and accurate.• To devise and sell innovative and effective advertising campaigns to existing and new customers so that advertisers value the expertise Archant contributes to their business.• To keep own skills and knowledge up to date, especially in respect of subjects that are directly relevant to the job, e.g. advertisement booking system, product knowledge, competitive titles, local affairs, advertising law.

- To work in accordance with Archant's policies and procedures and in a way that reflects Archant's core values of Innovation, Openness, Quality and Commitment.

Working relationships

Telesales staff work as members of the Advertising Sales team and have contact with most departments of the Company, including Planning, Production, Editorial, Creative Design, Credit Control, Distribution, Marketing, IT, Training and other Archant sales teams. Key external relationships are with advertisers, advertising centres and advertising agencies.

These relationships are very important. There may be conflicting priorities between internal departments and/or external contacts. This requires diplomacy, tact and the ability to see the bigger picture of the business.

Most challenging part of the job

Telesales staff must consistently maintain self motivation in order to achieve targets in a very competitive market place, and to meet goals within fixed deadlines.

Customers always expect a high level of service and when disappointed can be demanding. Telesales staff must use negotiating and influencing skills effectively in these situations.

Additional background information

Health and safety

All employees must observe and comply with Archant's policies and procedures for health and safety

Equal opportunities statement

All employees must observe and continually promote equal opportunities and customer care in compliance with Archant's aims and objectives.

Job description agreement

To be signed on appointment or when a job description is changed, and again six weeks later.

Manager..... Date.....

Job Holder..... Date.....

Manager..... Date.....

Job Holder..... Date.....

This is a description of the role as it is presently constructed. It will be reviewed periodically and updated to ensure that the job description fully reflects the duties of the role.