



JOB DESCRIPTION

Job Title	Media Sales Executive
Location	Based at an Archant London office in Bethnal Green with frequent travelling to customer's locations within the Archant London circulation area. The company reserves the right at anytime to require you to work at a different location either on a temporary or permanent basis on reasonable notice.
Remuneration package	On Target Earning range £23k per annum Made up of basic starting salary from £17k per annum, plus commission Company Vehicle provided
Reporting relationships	The successful candidate will report to the Sales Manager
Job Purpose	To sell advertising, within a specified geographical territory or business category; across a range of publications (printed and electronic) to existing and potential clients, primarily through face to face visits. To ensure that targets and standards of performance are achieved and/or exceeded, to ensure volume and revenue are maximised.
Job Dimensions	<p>The post holder will be accountable for their individual face to face sales and telephone sales call targets pre-determined by the Sales Manager. Although the post 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 for taking care of equipment provided for business use, including a company car</p> <p>Contribution to Archant performance - the identification of potential clients, and generating business through implementing effective client visits with decision makers, to secure advertising and revenue. This should be achieved by establishing needs and developing advertising solutions that produce results. Utilising negotiation and sales skills; coupled with the ability to write advertising copy, and recommending the best advertising solutions for clients based on their geographical / classification / product type.</p>
Main Responsibilities	<p>To meet and/or exceed agreed revenue, volume and yield targets by sustaining the current level of contact with existing customers and identifying new face to face sales opportunities.</p> <p>To ensure that all queries (CAP's) are effectively resolved and authorised as per local procedure within 48 hours and that Credit Control are informed of any potential issues.</p> <p>To meet and/or exceed agreed targets for client visits and sales conversions as defined by your line manager.</p> <p>To manage your working time effectively to maximise client visits to both existing and new clients.</p> <p>To identify sales opportunities and effectively present key features and benefits of product(s) to secure new business.</p> <p>To ensure that you have knowledge of your own and competitor titles, as well as being fully equipped in the field with the necessary equipment in order to achieve the requirements of this role.</p> <p>To devise and sell effective advertising solutions to existing and potential customers, constantly seeking out new revenue generating opportunities to ensure that revenue targets are met.</p> <p>To provide guidance to advertisers, based on a number of criteria, relevant to aspects of advertising, involving the use of negotiation skills; coupled with the ability to write advertising copy, in order to recommend the best advertising solutions for existing/ potential clients based on geographical/ classification/ product type</p> <p>To establish excellent customer relationships and provide a high standard of service to customers internal / external in accordance with Company Customer Care & Equal Opportunity policies.</p> <p>To ensure that copy and payment (where applicable) are processed accurately within appropriate deadlines</p> <p>To ensure that customer records, including marketing information, are kept up to date electronically.</p> <p>To keep personal skills and knowledge up-to-date (i.e. advertisement booking</p>

	<p>system, competitive titles, industry, advertising law).</p> <p>To ensure that the company vehicle provided is kept in a clean and serviceable condition, is driven at all times within the requirements of the law</p>
Communication & working relationships	<p>Externally To ensure that all customer visits are conducted in a professional and appropriate manner, representing the company standards and image</p> <p>Internally As a member of the advertising department you will be required to interact with a variety of departments in the production of a series of publications will have (printed/electronic) i.e. production, credit control, editorial, circulation, I.T., training, creative design, marketing as well as other advertising departments. These relationships are paramount to the success of the business and the standard of service provided to the client. 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.</p>
Most challenging part of the job	<p>Working in the advertising department can at times be demanding as the role and requires staff to consistently maintain self motivation both on and off site in order to achieve targets in a very competitive market place, and to meet goals within fixed deadlines.</p> <p>To help balance the occasional pressures of the role, the advertising department offers a lively, competitive and stimulating environment where the emphasis on 'fun' and dedication to the task and the support of other team members are of equal importance.</p>
Health & Safety	All employees must observe and comply with Archant's policies and procedures for health and safety.
Equal Opportunities	All employees must observe and continually promote equal opportunities and customer care in compliance with Archant's aims and objectives.
Job description Agreement	<p>To be signed within 6 weeks of employment after discussion with line manager.</p> <p>Manager :..... Date:.....</p> <p>Postholder:..... Date :</p>

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