



## JOB DESCRIPTION

<b>Job Title</b>	Media Sales Executive
<b>Location</b>	Based at the Cheltenham office. The company reserves the right at anytime to require you to work at a different location either on a temporary basis or permanent basis on reasonable notice.
<b>Reporting Relationships</b>	The successful candidate will report to Group Sales Manager.
<b>Job Purpose</b>	<ul style="list-style-type: none"> <li>• To sell the benefits of display and classified advertising on all Archant Specialist magazines and Websites to existing and potential clients</li> <li>• This work will be primarily over the telephone but will also involve some face to face contact.</li> <li>• To work as part of the advertisement departments sales team.</li> <li>• To offer new sales strategies that will deliver benefits for both customer and publisher.</li> <li>• To ensure that agreed targets and standards are achieved.</li> </ul>
<b>Job Dimensions</b>	This role requires the provision of guidance to advertisers, in relation to the needs of their business and the solutions our products can offer. The job will require excellent communication skills, both written and verbal, and excellent negotiation skills.
<b>Organisational Chart</b>	As a member of the advertising department you will report to the Group Sales Manager.
<b>Main Responsibilities (MR)</b>	<p>To meet the agreed level of contact with existing accounts as may be necessary to maintain/increase levels of business activity.</p> <p>To achieve agreed levels of canvassing new business to increase volume/revenue streams.</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 a knowledge of your own and competitor titles in order to achieve the requirements of this role.</p>

	<p>To maintain relevant Key Performance Indicators.</p> <p>To constantly seek out new revenue generating opportunities to ensure that individual and company targets are met.</p> <p>To ensure that company internal/external customer care and equal opportunity policies are adhered to at all times.</p> <p>To attend relevant exhibitions throughout the year in order to meet clients and to maximize sales opportunity.</p> <p>To carry out required administrative functions in accordance with deadlines.</p>
<b>Communication &amp; working relationships</b>	You will work as a member of the advertising department and as such will have interaction with a variety of departments in the production of a series of publications (printed/electronic) i.e. production, credit control, editorial, circulation, I.T., training, as well as other advertising departments.
<b>Most challenging part of the job</b>	<p>Working in the advertising department can at times be demanding as the role requires you to work towards set deadlines due to the high volume of business being dealt with.</p> <p>However the advertising department offers a lively, competitive environment where the emphasis on 'fun' and dedication to the task and the support of other team members are of equal importance.</p>
<b>Health &amp; Safety</b>	All employees must observe and comply with Archant's policies and procedures for health and safety.
<b>Equal Opportunities Statement</b>	All employees must observe and continually promote equal opportunities and customer care in compliance with Archant's aims and objectives.
<b>Job description Agreement</b>	<p>To be signed within 6 weeks of employment after discussion with line manager.</p> <p>Manager: .....</p> <p>Date:.....</p> <p>Post holder:.....</p> <p>Date :.....</p> <p>Always to be completed</p> <p>This is a description of the job as it is presently constructed.</p> <p>This will be reviewed periodically and updated to ensure that the job description fully reflects the duties of the job.</p>