

Job Description

Advertising Sales Representatives– Inside Sales (Classifieds) and Clerical Support Back Up to Sales Team

Primary Function

The Advertising Sales staff is responsible for continued increase in advertising revenues through new business development, as well as offering superior customer service with ongoing customers. You will act as an advertising consultant to help customers on and off campus grow their business through advertising mediums in the newspaper and online. Be part of a successful team in a fun environment. You will be solely responsible for the Classified ads in the New U, which are incoming advertising; however, you will do call backs on a weekly basis to try and secure renewal advertising. You will also act as a clerical support back up person to the advertising manager and sales team. You will be asked to do lead generation, which entails going through competitive media (e.g. OC Weekly, Irvine World News, OC Register, Student Dollar Stretcher), and clip ads for potential customers that are not currently advertising with us.

Major Responsibilities

1. Must have excellent verbal communication skills
2. Must have the innate desire to succeed
3. Must have an outgoing and assertive personality
4. Required to find leads through competitive media (other newspapers/magazines)
5. Computer skills are necessary to manage your accounts
6. Must work well in a team environment
7. Sales experience not necessary, but desirable (or at least customer service experience)
8. Must demonstrate that you can sell and provide superior customer service
9. Must be detail-oriented (spelling, grammar, proofreading)
10. Must be very organized

Organizational Relationships

Supervised by advertising manager;
Back-up person is advertising assistant if manager is not available

Required Meetings and Hours

- Must be willing to commit to 10 hours/week; you must select a schedule to be at the newspaper, and stick to it

- Attend one-on-one meetings with advertising manager to review advertising and discuss performance

Career: You can transfer these skills to a larger newspaper, a magazine, an advertising agency, a marketing firm, a direct mail company, a broadcast media company, a public relations firm, or a marketing department of any corporation. This professional job will look great on your resume!