

Job Description

Advertising Sale Representatives– Outside Sales

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 contacting local businesses outside, but close to the university campus to obtain advertising revenues. You will learn 1) how to sell advertising, 2) how to layout ads and do copywriting, and 3) how to get ads into the newspaper or online, and most of all, how to perfect your presentation skills.

Major Responsibilities

1. Must have valid California driver's license; and proof of auto insurance
2. Must have excellent verbal communication skills
3. Must have the innate desire to succeed
4. Must have an outgoing and assertive personality to go after new business
5. Required to find leads through competitive media (other newspapers/magazines)
6. Computer skills are necessary to manage your accounts
7. Must work well in a team environment
8. Sales experience not necessary, but desirable (or at least customer service experience)
9. Must demonstrate that you can sell and provide superior customer service
10. Must be detail-oriented (spelling, grammar, proofreading), and organized
11. Be able to work in a super fast-paced environment and deal with deadline pressures, sales quotas and goals
12. Must dress "business casual," be professional in appearance (no tank tops, no bare midriffs, no flip flops, no excessive jewelry, hair must be maintained)

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!