

Job title	Multimedia Sales Executive (Field Sales), Archant Herts & Cambs
Location	<p>Based at the XXXX office with travel for face-to-face customer visits within a given geographic territory and occasional travel to other Archant Herts & Cambs offices.</p> <p>The company reserves the right at any time to require the post holder to work at a different location, either on a temporary or permanent basis, on reasonable notice.</p>
Reference number	
Reporting relationships	Reporting to the Advertising Sales Manager who in turn reports to the Regional Advertising Manager who reports to the Managing Director, Archant Herts & Cambs.
Job purpose	To achieve maximum levels of advertising volume and revenue by selling effective advertising within a defined range of publications (print and online) over the telephone and face-to-face.
Job dimensions	<p>The post holder will work as part of a team under the direction of the Sales Manager. They will, however, be expected to manage their customers and territory with a reasonable degree of autonomy.</p> <p>The post holder will be accountable for their individual sales and call targets pre-determined by the Sales Manager.</p> <p>Duties involve selling the benefits of advertising to existing and new customers using negotiation skills and the ability to write effective advertising copy.</p> <p>The role entails cultivating and maintaining excellent business relationships with existing and potential customers and actively seeking new business opportunities.</p> <p>Successful customer relationships resulting in profitable advertising revenues are vital to the success of our business. Poor performance or poor handling of customers can be detrimental to the overall success of the company and its products.</p>
Main responsibilities	<p>To establish excellent customer relationships and provide a high standard of service to customers (both internal and external) in accordance with company policy.</p> <p>To maintain and develop successful relationships with existing customers via face-to-face meetings, telephone and e-mail.</p> <p>To identify and make effective contact with potential customers and to prospect for new business.</p> <p>To devise and sell effective advertising campaigns (both online and in print) to existing and new customers.</p> <p>To develop an excellent understanding of digital marketing and to sell effective online content to customers.</p> <p>To meet or exceed agreed sales targets by sustaining the current level of business with existing customers and identifying new sales opportunities in order to increase levels of business activity and revenue.</p>

<p>Main responsibilities continued</p>	<p>To convert irregular business to regular series advertising, co-ordinate sales features and cross-sell into sister titles as per individual targets.</p> <p>To maintain the yields set by the Sales Manager.</p> <p>To carry out regular marketing fact-finding exercises in order to gain a clear understanding of customers' businesses and their requirements.</p> <p>To prepare and present marketing proposals which effectively sell the features and benefits of our products and meet the needs of the customer.</p> <p>To ensure adequate preparation for each sales call and that you are fully equipped at all times with a range of effective copy ideas, visuals and current media information.</p> <p>To ensure adequate knowledge of competitive titles including new media, other newspapers, magazines, radio, directories etc.</p> <p>To keep the Sales Manager fully briefed on relevant market, key client or competitor activity.</p> <p>To participate in the Career Development Plan (CDP) and ensure you meet the minimum standards of performance for your grade.</p> <p>To attend monthly one-to-one development meetings, quarterly review meetings and annual appraisals and to complete any actions as required.</p> <p>To attend team meetings and share best practice with colleagues.</p> <p>To support colleagues and provide territory cover during periods of absence.</p> <p>To participate in telephone sales days to sell new initiatives and additional products as required.</p> <p>To secure customer testimonials as per individual objectives.</p> <p>To represent the company and entertain customers at hospitality events as required.</p> <p>To ensure that copy and pre-payment (where applicable) are accurately processed within the appropriate deadlines.</p> <p>To satisfactorily deal with any queries or complaints within 48 hours and to maintain an acceptable level of credits against revenue generated as per individual objectives.</p> <p>To ensure accurate and timely updating of call records within Sales Tools.</p> <p>To ensure that all records (manual or electronic) are kept up-to-date and accurate.</p> <p>To keep personal skills and knowledge up-to-date (i.e. production processes, advertising booking system, accounts processes, product knowledge, competitive titles, industry, advertising law) and to attend training when required.</p> <p>To ensure that the company vehicle provided is kept in a clean, safe and serviceable condition, is driven at all times within the requirements of the law and that any accidents or damage are reported immediately.</p> <p>To ensure that business mileage returns and any expenses are submitted monthly.</p> <p>To comply with the company dress code and maintain a smart, business-like</p>
---	---

	<p>appearance at all times.</p> <p>To present a supportive, positive and enthusiastic attitude towards the job, the company and your colleagues at all times.</p> <p>To actively promote the benefits of the company and its products and to ensure that company policy and procedures are adhered to at all times.</p>
Communication and working relationships	The post holder will work as a member of the Advertising Sales Department and is required to establish effective working relationships with various departments including Planning, Production, Editorial, Credit Control, Distribution, Marketing, Training and other Archant sales teams, advertising centres and external agencies.
Most challenging part of the job	<p>The role can be demanding as it requires the post holder to achieve set goals within fixed deadlines in a competitive market place.</p> <p>To help balance the demands of the role, the Advertising Sales Department offers a stimulating and positive working environment based on mutual support and team working.</p>
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	<p>To be signed within 6 weeks of employment after discussion with the line manager.</p> <p>Manager: _____ Date: _____</p> <p>Post holder: _____ Date: _____</p> <p>This is a description of the role as it is presently constructed. This will be reviewed periodically and updated to ensure that the job description fully reflects the duties of the role.</p>