



JOB DESCRIPTION CONTENT

Job Title	Sales Executive Retail (telephone based)
Location	Prospect House Office Norwich
Remuneration	Starting salary plus commercial bonus scheme based upon achievement of revenue targets for print and digital advertising. Contributory company pension scheme, five weeks holiday (pro rata) per annum (plus Bank Holidays) and Share Incentive Scheme (subject to eligibility and availability).
Reports to	Retail Sales Manager
Job Purpose	To sell advertising solutions, print and digital, into newspapers and onto websites in order that revenue targets are met.
Job Dimensions	To actively canvass and sell the benefits of print and digital advertising packages to businesses.
Main Responsibilities	<p>Identification of sales opportunities and effective presentation of key features and benefits of our products, both online and print, to secure new business.</p> <p>Meet the agreed level of contact with existing accounts as necessary to increase/maintain levels of advertising expenditure.</p> <p>Achieve levels of cold calling activity to increase/maintain advertising volume and revenue, print and online.</p> <p>Achieve all revenue targets and clear predefined performance standards.</p> <p>Ensure that you have knowledge of your own and competitor titles and websites in order to make recommendations for media choice that can be supported in terms of the audience that is offered and comparisons with competitors.</p> <p>Constantly seek out new revenue generating opportunities to ensure that targets are met.</p> <p>To write and advise on advertising copy and advert design in order to help improve candidate response.</p> <p>To process orders accurately using the advertisement dept booking systems.</p> <p>To be able to set out clear written sales proposals that support recommendations made to advertisers.</p> <p>To ensure that excellent relationships with customers are established and maintained so that business may be retained/grown, problems resolved quickly and efficiently with minimum impact on the business, and new business opportunities identified and implemented.</p> <p>To keep own skills and knowledge up to date,</p>

	especially in respect of subjects that are directly relevant to the job, e.g. media knowledge – especially on line, legislative requirements, Archant product knowledge and Competitive media.
Communication & working relationships	You will work as a member of the advertising sales team. You will need strong interpersonal skills and the ability to remain positive under difficult sales situations and with the pressure of achieving sales targets.
Most challenging part of the job	Attracting a greater share of the advertising market to Archant, selling the benefits of using print and online together to ensure full audience reach.
Health & 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>Employee to sign within 6 weeks of commencement of employment after discussion with line manager.</p> <p>Manager:</p> <p>Date:.....</p> <p>Post holder:..... Date :.....</p>