
POSITION DESCRIPTION

Date:	July 2010
Position title:	Advertising Sales Manager, <i>Marketing</i> magazine
Remuneration:	Salary commensurate with experience, plus commission, plus performance bonus, plus CPF.
Reporting to:	Managing Director

- Aim of Position:**
- ◆ To formulate and implement an advertising sales strategy which will exceed set short and long term commercial targets, thus establishing *Marketing* magazine and Lighthouse Independent Media Pte Ltd; and
 - ◆ To add new skills, improve current skills and increase media business management knowledge through experience in order to move into the publisher role;
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Key Result Areas:

- ◆ Revenue performance against budget;
- ◆ Formulation of sales plan;
- ◆ Implementation of sales plan;
- ◆ Product development;
- ◆ Reporting to senior management;
- ◆ Trade marketing;
- ◆ Sales team staff management;

CRITICAL TASKS

Revenue performance against budget

- ◆ Agree and exceed L2 revenue targets;
- ◆ Ensure accurate record keeping of all client communication between all customers and all members of the *Marketing* sales team;
- ◆ Accurate and timely forecasting; and
- ◆ Be responsive in order to make the most of favourable market conditions and minimise the impact of poor market conditions.

Formulation of the sales plan

- ◆ Write the sales plan every six months which sets out exactly how your sales team will generate sufficient revenue to achieve L2 profit target – focusing on precisely which clients the revenue will come from.
- ◆ The rest of the sales team must have input;
- ◆ The entire sales team must believe that the objectives are achievable.

Implementation of the sales plan

- ◆ Follow the sales plan and constantly monitor its progress;
- ◆ Have alternative strategies ready in order to quickly react to changes in market conditions.

Reporting

- ◆ Prepare monthly sales reports and present them to the sales manager each month – these must include:
 - Year-on-year marketshare comparison;
 - Year-on-year volume comparison;
 - Year-on-year page yield comparison;
 - Year-on-year revenue comparison;
 - Analysis on actual revenue against L2 revenue targets;
- ◆ Informal regular reports on sales staff development and progress; and
- ◆ Informal regular reports on the condition of the markets in which *Marketing* operates – customers and competitors.

Trade Marketing

- ◆ Up to date media kit;
- ◆ Free list management:
 - Industries, companies & individual tags revamped every three months;
 - Every bounced email verified immediately;
- ◆ Two brand advertising campaigns each year – one featuring readers, the other featuring advertisers.
- ◆ Regular direct marketing – at least one piece per week:
 - Monthly editorial synopsis emailed to entire free list;
 - Special report flyers emailed to relevant advertisers when appropriate;
 - Reader testimonial-based brand campaign emailed/posted every month;
 - Advertiser testimonial-based brand campaign emailed/posted every month.
- ◆ Annual circulation audit report emailed to entire advertiser list;
- ◆ Annual advertising market-share report emailed to entire advertiser list;

Sales staff management

- ◆ Sales team leadership;
- ◆ Sales team training;
- ◆ Sales team motivation;
- ◆ Sales team performance appraisals; and
- ◆ Sales team development in order to make oneself redundant.

SKILLS REQUIRED AND PERSONAL ATTRIBUTES:

Skills

- ◆ Excellent core sales skills;
- ◆ Time management and the ability to prioritise;
- ◆ Ability to take on responsibility;
- ◆ Excellent verbal and written communication and presentation skills;
- ◆ Staff management and training skills;
- ◆ Problem solving skills;
- ◆ Diplomacy both inside and outside the sales team and the company; and
- ◆ Strong computer skills especially in the areas of Word, Excel, & Powerpoint.



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- Personal Attributes**
- ◆ Team player and leader;
 - ◆ Trustworthy, honest, professional and discreet;
 - ◆ Sense of humour;
 - ◆ Must enjoy a challenge;
 - ◆ Confidence in own ability;
 - ◆ Common sense and initiative;
 - ◆ Ability to be successful without supervision and with, at times, minimal management direction;
 - ◆ Ability to maintain a positive, motivational, “get things done” attitude, especially when faced with difficult circumstances; and
 - ◆ Strong work ethic.
- Qualifications**
- ◆ At least two years successful media sales experience;
- Required Experience**
- ◆ At least three years successful media sales experience, preferably some of that in a management role;