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# POSITION DESCRIPTION

**Position title:** Advertising Sales Manager

**Reporting to:** Managing Director

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- Aim of Position:**
- ◆ To formulate and implement an advertising sales strategy which will exceed set short and long term commercial targets, thus establishing your magazine and Lighthouse Independent Media; 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 Results 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 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.

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### **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 your magazine 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 free list;
- ◆ Annual advertising market-share report emailed to entire free 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 two years successful media sales experience;