



## AD SALES REPRESENTATIVE

### **Professional Description:**

The Ad Sales Representative will be a dynamic and talented individual to handle GVB ad sales and affiliate marketing efforts. This person will work closely with management to execute powerful and innovative presentations. The Ad Sales Rep will handle the execution of all ad sales to support marketing and promotional plans, write ad sales briefs, develop ads, and contribute to the overall marketing strategy of the network. The Ad Sales Rep will also handle all third party promotional relationships, tie-ins and cooperative projects and will develop, maintain and strengthen relationships with our key trade partners. This talented self-starter will play a key role in the success and efforts of the overall Bureau.

### **Essential Duties and Responsibilities:**

- Write and coordinate ad sales and affiliate marketing presentations
- Handle the execution of all ad sales marketing efforts and strategies
- Work closely with all internal divisions of the company to maximize communication and coordination of necessary projects
- Work closely with affiliate sales to provide them all necessary materials, presentations, coordination of their marketing needs
- Assist with co-op ad assignments such as magazines, on-line banner ads, etc.
- Handle coordination of collateral materials
- Handle coordination of all ad sales and affiliate sales hospitality events and conference components
- Handle coordination of all key direct to agency/client/affiliate mailings
- Handle coordination of invoices and project budgets
- Handle coordination and trafficking of advertising
- Work closely with key vendors, partners, advertisers to develop and enhance strong working relationships
- Provide necessary and relevant targeted category information to sales in order to assist in building smart, strategic and innovative concepts work to maximize co-marketing efforts will all advertisers
- Prepare ad sales, sales literature, media kits, and sales contracts
- Attend sales meetings, industry trade shows, and training seminars in order to gather information, promote products, expand network of contacts, and increase knowledge
- Gather all relevant material for bid processes, and coordinate bidding and contract approval.



### **Educational and Qualifying Experience, Skills, Licenses, Credentials:**

- Candidate must be a marketing generalist with at least 4-6 years of relevant experience (such as advertising agency, media sales/marketing, event marketing, production, client side marketing)
- Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems
- Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media
- Experience supporting a sales team
- Ability to clearly prioritize workload and meet deadlines
- Strong marketing, creative and sales abilities
- Pro-active and results-oriented
- Proven ability to multi-task and work effectively in leanly staffed environment
- Enthusiastic team player
- Excellent interpersonal, verbal and written communication skills
- Ability to establish productive relationships at all levels of the company
- Understanding of design world, and the online production world
- Proficient in Microsoft Office (Word, Excel, PowerPoint); Adobe Acrobat and Photoshop
- Possession of a current Guam Business License