

## Sales Director

### Job Purpose:

Accomplishes company strategic objectives by planning and executing advertising sales strategies; directing staff.

### Duties:

- \* Develops advertising strategies by contributing advertising sales information, analysis, and recommendations to strategic thinking and direction; establishing sales objectives in line with organizational objectives.
- \* Establishes operational strategies by evaluating advertising sales trends; establishing critical measurements; determining production, productivity, quality, and customer-service strategies; designing sales systems; accumulating resources; resolving problems; implementing change.
- \* Maintains resource database by identifying and assembling advertising contact information.
- \* Implements advertising campaigns by negotiating screen space; establishing advertising rates; authorizing contracts.
- \* Evaluates, adjusts, and redirects advertising campaigns by studying and analyzing sales results, demographics, customer satisfaction surveys, and other market research information.
- \* Maintains client confidence and protects advertising operations by keeping information confidential.
- \* Achieves financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- \* Maintains relationships with advertisers by organizing and developing partnership, sponsorship, and affiliate programs; determining company presence at conferences, annual meetings, trade shows, and seminars.
- \* Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- \* Creates value for advertisers by delivering targeted consumer demographics.
- \* Accomplishes human resource strategies by determining accountabilities; communicating and enforcing values, policies, and procedures; implementing recruitment, selection, orientation, training, coaching, counseling, disciplinary, and communication programs; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation strategies.

### Skills/Qualifications:

PC Proficiency, Web Savvy, Knowledge of Interactive Marketing, Advertising Plan, Mass Marketing, Media Planning, Presentation Skills, Client Relationships, Coordination, Developing Budgets, Account Services