



## Advertising Sales Manager

This staff position has primary responsibility for the sales and promotion of PEI advertising products. The Advertising Sales Manager works closely with all PEI staff to develop campaigns to achieve participation, engagement and revenue goals for PEI. This is an exempt position that reports to the Director of Marketing. The responsibilities below are not intended to be an all-inclusive list of duties of the position. They are intended to describe the general nature of the job and are a reasonable representation of its activities.

### Advertising

- Primary responsibility for the sales of all advertising products.
- Ensure all advertising goals are met and ad placements are correct
- Assist in the development and coordination of related marketing campaigns and advertising deadlines
- Act as the central point of contact and “face” of the advertising department to clients and agencies
- Develop and execute strategies to acquire new advertising clients and increase current advertising client ad buys
- Assist Marketing Director in the development of new advertising revenue channels
- Develop, research and identify strategic opportunities to engage new audiences and partners
- Oversee and manage print & digital media product specifications and rates
- Work with the Director of Marketing to ensure specifications and rates are cohesive and meeting industry needs
- Manage the procurement of print and digital advertising materials
- Data entry, follow-up, and processing of advertising insertion orders in the record keeping system (Association Management System)
- Creative problem solving and solutions for any issues
- Develop, maintain, and implement all ad operations processes and procedures
- Manage the accounts receivable process to ensure timely advertising payments

### Marketing

- Work with Marketing Director to present a comprehensive advertising promotional strategy, plan and schedule that advances PEI initiatives and enhances PEI's reputation
- Distribute marketing materials promoting PEI's advertising opportunities and membership benefits to clients and prospects.
- Monitor current trends in advertising and other digital marketing avenues to implement best practices and maintain the organization's competitive edge.

### Membership

- Provide membership leads and opportunities to the Membership Manager
- Work with Membership Manager to ensure all membership information is accurate and up-to-date

### Annual Convention

- Meet with current and prospective clients, making compelling sales presentations/interactions to drive sales higher
- Assist with general staff duties as needed

### Meetings

- Work with Director of Marketing and appropriate staff to solicit and secure sponsorships for PEI meetings and conferences

### Job Qualifications:

- Minimum of 4 years of experience in advertising sales
- Excellent client and interpersonal skills, with a flexible attitude
- Strong verbal and written communication skills
- Cognizant of current digital trends, platforms tools and practices
- Solid written communication and presentation skills
- Outgoing, friendly, motivated self-starter with solid time management skills
- Very good problem solving and troubleshooting abilities
- Detail-oriented with demonstrated ability to prioritize tasks in changing marketplace
- Exposure to / experience with ad serving platforms
- Good understanding of technical issues involved in online ad campaigns
- Good understanding of digital video marketplace, vendors, and third-party technologies
- Good business ethics and ability to represent PEI's brand in a professional and enthusiastic manner
- Must be able to travel occasionally (up to five trips per year)