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# Example of AD Sales Job Description

Our innovative and growing company is looking to fill the role of AD sales. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for AD sales

* Create the Upfront sponsorship book
* Serve as the team liaison with the programming and promos departments
* Event execution support
* Process all team invoices
* Manage custom executions for select ad sales clients
* Oversee interns on competitive reviews and client deep dive analysis
* Partner with managers on premium development
* Maintain the internal sales website with the latest marketing materials
* Present marketing opportunities to the sales force during weekly meetings
* Work with Client Solutions team

## Qualifications for AD sales

* Excellent verbal and written communication, presentation, management, and organizational skills, conceptual selling skills, innovation and creativity, ambitious, self-starter
* Significant years' TV and/or Media Agency experience, preferably including Crossmedia (OnAir & Online), Special Ads and Sponsorships
* Strong experience and knowledge of the German media market and especially the commercial television and digital industry
* Ability to work under pressure and to meet demanding deadlines and financial target
* Driven, self-motivated and high-energy individual
* Ability to think strategical within the area of responsibilities and beyond