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# Example of Advertising Consultant Job Description

Our company is searching for experienced candidates for the position of advertising consultant. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for advertising consultant

* Contribute to team revenue performance by identifying areas of opportunity to develop our service further, producing proactive proposals that convert into new business
* Lead in the development of both short and long term client goals and strategies
* Territory will be Altoona
* Generate new business in your area through effective networking, referral generation and local prospecting, with a demonstrated passion and curiosity about local businesses, for what they do and what they need to grow and thrive
* Effective techniques will include traditional face-to-face and phone call prospecting, use of email, LinkedIn and other contemporary methods
* Opportunities will include company generated sales leads and your own aggressive prospecting within a defined territory for you to grow and nurture
* Provide exceptional ongoing account management to your existing clients to ensure their programs are successful, to develop trusted relationships and to renew and upgrade their programs
* Meet and exceed established sales goals - and exceed your own personal earnings goals
* Identify key decision makers within local and regional businesses
* Stay current on your local market and dynamic industry trends

## Qualifications for advertising consultant

* Strong record of Customer Success and Trust
* Able to build and maintain positive customer relationships
* Radio, Television, and/or outside media sales experience preferred but not required
* Reliable and fully insured automobile, a valid driver’s license, and clean driving record
* Experience conceiving and executing marketing communications campaigns 225 points
* Strong portfolio demonstrating creative abilities using different media?? 225 points