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# Example of Advertising Sales Representative Job Description

Our company is growing rapidly and is hiring for an advertising sales representative. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for advertising sales representative

* Provides input and assistance with lead generation and marketing campaigns
* Serves as backup for other in-coming advertising department telephone calls
* Assists Advertising Sales Manager with miscellaneous clerical functions as needed
* Tracks analytics and reports other quantitative information for FarmWeekNow.com to help measure growth in usage
* Listens to podcasts of “RFD Illinois” and develop written summaries of all aspects of each show
* Performs other related work as required or request
* Proactively develop sales opportunities from assigned accounts and via prospecting efforts in territory
* Manages print/digital/online advertising sales efforts for designated journals (print and iPad App's), websites and related products to maximize revenue and increase competitive market share by making a high volume of strategic calls each day
* Develop and execute 360-degree, in-depth integrated proposals and programs leveraging LWW's journals print, digital and online assets
* Complete understanding of online advertising in order to sell job board advertising, banner ads, eNewsletters, microsites, direct eMail campaigns, video and other online products

## Qualifications for advertising sales representative

* Must have an adaptive management style and be able to work at multiple organizational levels
* Bachelor’s degree preferred (or currently working toward degree)
* Type 45 wpm preferred (Test given to determine typing aptitude)
* Advertising or Customer Service background is a plus but we will train the right candidate
* One year’s sales experience
* Demonstrated sales and customer service skills, including closing sales, overcoming objections, and dealing with difficult sales situations