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# Example of Sales Planner Job Description

Our innovative and growing company is searching for experienced candidates for the position of sales planner. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for sales planner

* Understand the full suite of NYT products across all platforms
* May be responsible for general office administration as required, such as ordering materials for the office, facility issues, , as required
* Prepare and revise TV and digital sales plans using Dealmaker or Adfront system to be presented to clients/agencies
* Working understanding of Audience / Data Targeting, Programmatic and other broader digital industry topics
* Research and evaluate marketplace conditions affecting sales, provide recommendations based on market research and new trends
* Monitor process for sales proposals and pricing, follow established guidelines for RFP processing
* Use DART Sales Manager (or other order management system) and DART for Publishers Premium (or other ad serving system) with expertise and accuracy
* Act as back-up for Account Manager, Centro and DF
* Strategize and respond to RFP’s, ensuring that the sales team has the required sales materials and support information for all responses
* Develop digital media plans for advertising proposals to include display, video, mobile, tablet, social, Proposals—both proactive and in response to RFPs

## Qualifications for sales planner

* Strong oral and written communication media math skills
* Ability to lead projects, familiarity with research techniques, attention to detail and the ability to interact positively with others are necessary
* College Degree in Business, Math, Computer Science or Finance preferred
* Creative, organized and easy relationship
* Organization, communications and office skills
* A bachelor’s degree in marketing, communications, digital media, or other business-related field preferred