



Example of AD Sales Job Description

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Our innovative and growing company is looking for an AD sales. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for AD sales

- Serve as sales advocate for all assets within the NBCU Portfolio
- Communicates and remains proactive in the day-to-day sales process
- Ensures that the Account Executives, Sales Assistants and Planners remain focused on stewardship
- Provides general leadership and management
- Functioning as a partner with internal departments like AdSales (Inventory Management, Brand Partnerships, Online), Research
- Research industry news, as it relates to Top 20 and/or business development opportunities, and report out to team
- Support with execution of sold campaigns, including but not limited to updating documents and following up on deliverables
- Effectively partner with Sales team and key internal stakeholders (Account Services, Marketing/Social, Development, Programming, Research, Creative and Brand Development) to ensure all RFP responses are effectively communicating the company's value to the advertiser and that all opportunities are properly vetted and representative of the most recent capabilities and company-wide strategy
- Display exemplary storytelling skills using keen research and creative problem solving abilities to satisfy advertiser objectives by strategically positioning Crackle and PlayStation as the optimal solution to their marketing needs
- Proactively identify key opportunities that can be standardized and packaged as Off the Shelf Solutions

Qualifications for AD sales

- Experience working in international markets or with international media properties preferable, though not a must
- Bilingual in English & Spanish language required
- Must be willing to work in New York and travel to other locations as needed
- Advanced quantitative/ Excel skills - building financial models, market data summaries and trends, understanding of financial statement analysis
- Advanced user of Microsoft Excel with track record of complex model building pivot tables, V look-ups, SUM ifs, automation of link updates
- Minimum of 3-5 years as Television sales professional with a majority of that that experience based in Brazilian market