



Example of Advertising Sales Manager Job Description

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Our company is looking to fill the role of advertising sales manager. 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 manager

- Own and lead the sales process to enhance existing partnerships through up-selling and cross-selling of product and services, and sales optimization
- Oversee the launch and on-going, day-to-day performance of Advertising Partnerships, and influence across other functions, including Media Solutions, Marketing, Operations, Billing, and Product and Media Planners, to ensure successful campaign delivery
- Define and deliver continued improvement in revenue contribution to Egencia's Media Business leveraged through ongoing insightful measurement and ROI analysis of existing partnerships
- Identify, prospect, and curate new business account growth, nationally - with great urgency
- Work with our clients across a variety of industries, and anticipate their needs
- Field customer requests via phone and online
- Thrive outside of your comfort zone
- Actively approach challenges with creativity and a can-do attitude
- Support the sales team's operating planning (OP1/OP2) and goal setting processes
- Partner with Directors of Sales channels of the Advertising business to drive Advertiser acquisition and on-boarding efforts

Qualifications for advertising sales manager

- Strong SQL and data analysis expertise to access and transform data into insights
- Have an understanding of, and experience with, major media trends, including but not limited to B2B Content Marketing & Research, Print, Mobile, Programmatic, Apps and Video advertising
- Have an understanding of the Consulting and Business Services landscape, ideally through past experience with brands such as PWC, IBM, Xerox, Zurich
- Be prepared to travel across the Americas region as needed
- A minimum of 5 years relevant experience selling a consultative product (media, custom content, research) along with BS / BA degree