



Example of International Sales Job Description

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

Responsibilities for international sales

- Monitor Oversolds – Suggest alternatives for styles booked not cut to minimize possible revenue loss
- Shipping – Monitor accounts shipping status and obtain extensions when necessary
- Manage Inventory – Offer opportunity purchases to accounts
- Monitor Unconfirmed Orders – Ensure confirmed POs are received in a timely manner
- Seasonal Projections - Create conservative projections each season based on accounts purchase history and trend
- Meet revenue targets set by VP, International Advertising Sales Build an agency / client targeting and development strategy to expand breadth of categories and advertisers - evaluate this on an ongoing basis and with annual review
- Manage sales cycle - reporting all relevant sales data and market info to VP Ad Sales through weekly sales meetings and monthly reviews
- Coach all staff in the ad sales department in London and across the EMEA network to ensure best practice
- Expand sales efforts beyond spots into brand partnerships including sponsorship, branded content, AFPs and other forms of non-spot advertising
- Manage relationships with key international accounts and agencies, negotiating and delivering deals for pan-European sales

Qualifications for international sales

- Team player /collaborate approach- comfortable working in a matrix environment
- Drive growth of New Media revenue through assisting with negotiation and execution of New Media licensing arrangements to cable, satellite, broadband, internet, mobile, OTT and other operators
- Organization of research and competitive information for sales team
- Liaising with research, creative and other CNN International sales teams based in Europe and Asia for smooth international workflow
- Investigation of business prospects and assistance with business development
- Full management of smaller agencies and accounts