



Example of Research Sales Job Description

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Our growing company is searching for experienced candidates for the position of research sales. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for research sales

- Set and execute an effective Sales Strategy in country and region
- Link sales organization with the portfolio product and marketing organization
- Responsible to pilot new business venues into other non service segment eg Corporate, Funding organizations, Health accounts..."
- Collaborate with the sales research team globally to localize research create new streams of research to be adopted globally
- Learn various research tools, including but not limited to, Nielsen NPower, MRI MEMRI, comScore, Star Trak, and MyEvents
- Work with research team and manager to create/update brand positioning materials that position Turner Sports TV and Digital positively within the Ad Sales marketplace
- Help maintain databases of trended data
- Keep abreast on the sports media landscape and technology usage
- Assist with any other team projects as ad hoc requests come in
- Duties include managing a Research Project Manager and working alongside a Director in the generation of tracks and reports, sales presentations and 1-sheets, programming analyses, promo effectiveness and sales estimates tracking and liability for Kids & Family

Qualifications for research sales

- Knowledge of syndicated data systems (MRI, Simmons, IAG, Repucom)
- Develop and maintain industry-specific databases pertaining to various

- Must be proficient in Microsoft Outlook, PowerPoint, Word, Excel,(advance level of expertise in spreadsheet creation/design) & Photoshop
- Strong attention to detail and a good head for numbers is key
- You will be a committed team player, enthusiastic and have excellent communication skills, including written, conversational and presentation levels
- You will need to have a creative approach, not be afraid to think outside the box and have a strong interest in advertising