

ADVERTISING SALES REPRESENTATIVE

DEFINITION: Under general supervision, performs work of moderate difficulty in soliciting, negotiating contracts, selling advertising space for publication in the Navajo Times Newspaper; identifies and develops new prospects to increase advertising sales and maximizing advertising revenues; performs related work as assigned.

ESSENTIAL FUNCTIONS: This list is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.

TASKS:

Sells classified and display advertising space for publication; solicits new advertising and customer accounts; visits clients to point out advantages of own publication and exhibits prepared layouts; visits business establishments to solicit business for printing; interviews purchasing personnel and quotes prices on printed material; explains technical phases, such as type size and style, paper stock, binding materials and various methods of reproduction; assists client in developing advertising campaigns; edits and proofs advertising materials, publications and displays prior to dissemination of advertisements; may collect payment due; monitors billing of advertisements to minimize errors and maximize quality control.

Develops and maintains regular contact with clients to inform them of advertising opportunities; maintains weekly deadlines; prepares customer advertising proposals and contracts; negotiates adjustments and credits; responds to inquiries; handles customer complaints and concerns; designs and creates advertising and marketing campaigns; performs readership surveys for consumer demographic information in collaboration with Advertising Manager and Publisher; participates in the creation of new advertising directions and project developments; may submit formal bids on large orders of printed material; prepares required reports; assists with stuffing newspapers with insert advertising, when necessary; may assist with loading paper for transport and unloading pre-printed inserts.

KNOWLEDGE, SKILLS AND OTHER CHARACTERISTICS:

Knowledge of current business principles and practices and their application to business enterprises.
Knowledge and understanding of the newspaper advertising process.
Knowledge of advertisement production, design and graphics software.
Skill in establishing and maintaining cooperative working relationships.
Skill in setting priorities to meet established deadlines.
Skill in negotiating contracts.
Ability to speak and write effectively and make effective sales presentations.
Ability to build customer relationships.
Ability to work well under pressure of deadlines.

PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT: Work involves a minimum of physical effort in an office setting.

MINIMUM QUALIFICATIONS: An Associate's degree with emphasis in Advertising, Public Relations, Marketing, Journalism or closely related field; and two (2) years experience in advertising sales and/or marketing publications; or an equivalent combination of education, training and experience which provides the capability to perform the described duties.

THE NAVAJO NATION

Class Code: 2067
Information Management and Presentation Series
News and Media Presentation Group
Overtime Code: Non-Exempt
Pay Grade: 62

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Depending upon the needs of the Nation, some incumbents of the class may be required to demonstrate fluency in both the Navajo and English languages as a condition of employment.