

CITY OF MADISON POSITION DESCRIPTION

1. Name of Employee (or "vacant"):

Vacant

Work Phone:

2. Class Title (i.e. payroll title):

Transit Advertising Associate

3. Working Title (if any):

4. Name & Class of First-Line Supervisor:

Jennifer Bacon, Marketing Specialist II

Work Phone: 266-4903

5. Department, Division & Section:

Metro Transit

6. Work Address:

1245 E. Washington Ave., Madison WI 53703

7. Hours/Week: 40

Start time: 8:00 AM End time: 4:30 PM

8. Date of hire in this position:

N/A

9. From approximately what date has employee performed the work currently assigned:

N/A

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10. Position Summary:

This is a responsible sales and program administration position associated with the sales activities of Metro Transit bus and related items advertising. The work involves performing advertising sales and extensive public contact outside the Metro Transit office and is performed under the general supervision of the Transit Marketing Specialist II

11. Functions and Worker Activities: (Do NOT include duties done on an "Out-of-Class" basis.)

60% A. Advertising Sales

1. Travel to clients' locations and make sales presentations and service accounts
2. Prospect local, regional and national clientele to generate new business
3. Negotiate sales agreements
4. Perform problem solving relative to advertising sales issues

5. Explain policies, services and rates and answer questions relative to the purchase of bus advertising
 6. Develop and maintain a network of client contacts
 7. Assist in the development of sales goals and quotas
 8. Maintain developed sales quotas
- 15% B. Sales and Creative Materials
1. Assist with developing sales materials and rate cards
 2. Update sales materials and rate cards
 3. Develop client sales proposals, presentations and materials
 4. Prepare materials and sales reports to be in evaluation of advertising program
 5. Recommend and assist in the development of advertising creative campaigns
- 10% C. Public Relations
1. Attend sales conferences, trade shows and professional organization meetings
 2. Attend public relations and community events to promote bus advertising
 3. Other duties as assigned
 4. Attend internal Metro Transit team meetings
- 8% D. Financial Activities
1. Work with Metro Finance staff to ensure accuracy of client invoices
 2. Conduct collection calls to clients who have outstanding invoices
 3. Assist in the development of advertising budget
 4. Other duties as assigned
- 7% E. Inventory
1. Work with Metro staff to coordinate production and installation of advertising
 2. Maintain accurate advertising space inventory
 3. Other duties as assigned

12. Primary knowledge, skills and abilities required:

Thorough knowledge of marketing, and sales theories, techniques, and practices. Working knowledge of budget development and administration techniques. Working knowledge of computer applications as they relate to marketing, sales, contract management and tracking, and related recordkeeping and reporting activities. Ability to develop and present convincing and persuasive sales presentations and close sales. Ability to listen to the needs of potential customers and develop recommendations which address those needs. Ability to communicate effectively, both in writing and orally, including speaking before large and small groups and making "cold" calls. Ability to prepare meaningful and concise reports and related materials. Ability to establish and maintain cooperative and effective working relationships with clients, potential clients, patrons, employees, managers, community groups and representatives, vendors, and the general public. Ability to effectively use computer hardware and software relating to program responsibilities and activities. Ability to negotiate sales contracts and advertising rates. Ability to maintain adequate attendance.

13. Special tools and equipment required:

14. Required licenses and/or registration:

Ability to obtain a valid Wisconsin driver's license and meet the transportation and travel requirements of this position.

15. Physical requirements:

Ability to travel to client locations outside

16. Supervision received (level and type):

General

17. Leadership Responsibilities:

- This position: is responsible for supervisory activities (Supervisory Analysis Form attached).
 has no leadership responsibility.
 provides general leadership (please provide detail under Function Statement).

18. Employee Acknowledgment:

- I prepared this form and believe that it accurately describes my position.
 I have been provided with this description of my assignment by my supervisor.
 Other comments (see attached).

EMPLOYEE

DATE

19. Supervisor Statement:

- I have prepared this form and believe that it accurately describes this position.
 I have reviewed this form, as prepared by the employee, and believe that it accurately describes this position.
 I have reviewed this form, as prepared by the employee, and find that it differs from my assessment of the position. I have discussed these concerns with the employee and provided them with my written comments (which are attached).
 I do not believe that the document should be used as the official description of this position (i.e., for purposes of official decisions).
 Other comments (see attached).

SUPERVISOR

DATE

Note: Instructions and additional forms are available from the Human Resources Dept., Room 501, City-County Bldg. or by calling 266-4615.