

TRANSIT ADVERTISING SALES ASSOCIATE

CLASS DESCRIPTION

General Responsibilities:

RESIDENCY IN DANE COUNTY IS REQUIRED FOR THIS POSITION.

This is responsible outside sales and program administration work associated with the sales activities of Metro Transit bus and related item advertising. The work involves performing advertising sales work and related activities. The work involves extensive public contact and sales activities outside the Metro Transit office and is performed under the general supervision of the Transit Marketing Specialist 2. (Note: This is an unclassified position employed under an individual employment contract with an incentive pay component.)

Examples of Duties and Responsibilities:

Implement and administer the bus advertising sales program for Metro Transit. Make recommendations and assist with the development of sale functions, policies, procedures, and program changes which will improve client satisfaction. Attend internal staff meetings.

Perform activities relating to bus advertising and other transit related advertising sales. Attend sales conferences, trade shows, professional sales organization meetings and other related events to promote Metro Transit advertising sales.

Travel to clients' location and make sales presentations and "cold" calls to generate potential advertising clients. Meet with client representatives at the client's location to finalize agreements. Explain policies, services and rates and answer questions relative to the purchase of advertising on Metro vehicles. Develop materials, presentations and proposals to requesting businesses and organizations.

Negotiate sales agreements with advertising clients. Perform and/or facilitate problem-solving relative to client and sales issues which may include creating and suggesting advertising creative campaigns. Serve as a liaison between client and creative outlet.

Develop and maintain a network of client contacts. Prepare sales reports to be used to evaluate the achievement of advertising sales goals.

Work in cooperation with Metro Transit Finance staff to prepare invoices and make sales collection calls. Work in cooperation with the Metro Transit Maintenance Staff and production partners to coordinate installation of advertising and maintain accurate advertising space inventory. Work in cooperation with Metro Transit Marketing staff to ensure overall client satisfaction. Along with the Metro Transit Marketing Staff, develop sales goals and maintain set sales quotas.

Perform related work as assigned.

QUALIFICATIONS

Knowledge, Skills and Abilities:

Thorough knowledge of marketing, sales, and promotional theories, techniques, and practices. Working knowledge of budget development and administration techniques. Working knowledge of computer applications as they relate to marketing, sales, contact 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 carry out administrative details efficiently and independently. 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.

Training and Experience:

Generally, positions in this classification will require:

Two years of professional outside sales and marketing experience in advertising or a related industry. Such experience would normally be gained after graduation from college with a degree or major in marketing, business administration, or a related field. Other combinations of training and/or experience which can be demonstrated to result in the possession of the knowledge, skills and abilities necessary to perform the duties of this position will also be considered.

Specific training and experience requirements will be established at the time of recruitment.

Necessary Special Qualifications:

Ability to meet the transportation and travel requirements of this position.

Physical Requirements:

Incumbents will be expected to travel to client facilities in order to meet and give presentations. Incumbents must be able to physically lift, move, and set up equipment including computers, projectors, and related materials.

Department/Division	Comp. Group	Range
Metro	19	07

Approved:

Brad Wirtz
Human Resources Director

Date