

## Sales Associate

The Corporate Office is searching for Sales Assistant that will support organizations in the Prince George's County business community. The Sales Assistant will contribute to the efficient day-to-day Business Development of The Corporate Office and the supporting management and administrative tasks.

### **Primary Duties and Responsibilities:**

Accomplishes company strategic objectives by planning and executing advertising sales strategies; directing staff.

- Develops advertising strategies by contributing advertising sales information, analysis, and recommendations to strategic thinking and direction; establishing sales objectives in line with organizational objectives.
- Establishes operational strategies by evaluating advertising sales trends; establishing critical measurements; determining production, productivity, quality, and customer-service strategies; designing sales systems; accumulating resources; resolving problems; implementing change.
- Maintains resource database by identifying and assembling advertising contact information.
- Implements advertising campaigns by negotiating screen space; establishing advertising rates; authorizing contracts.
- Evaluates, adjusts, and redirects advertising campaigns by studying and analyzing sales results, demographics, customer satisfaction surveys, and other market research information.
- Maintains client confidence and protects advertising operations by keeping information confidential.
- Achieves financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Maintains relationships with advertisers by organizing and developing partnership, sponsorship, and affiliate programs; determining company presence at conferences, annual meetings, trade shows, and seminars.
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- Creates value for advertisers by delivering targeted consumer demographics.
- Accomplishes human resource strategies by determining accountabilities; communicating and enforcing values, policies, and procedures; implementing recruitment, selection, orientation, training, coaching, counseling, disciplinary, and communication programs; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation strategies.

### **Skills/Qualifications:**

PC Proficiency, Web Savvy, Knowledge of Interactive Marketing, Advertising Plan, Mass Marketing, Media Planning, Presentation Skills, Client Relationships, Coordination, Developing Budgets, Account Services

### **Working Conditions**

- The Sales Associates will work from The Corporate Office located at 8201 Corporate Drive, Hyattsville, MD 20785, Monday through Friday, 9 AM to 5 PM.
- The Corporate Office is an equal opportunity employer.