



JOB DESCRIPTION

Job Title	Telephone Sales Executive
Location	Based at the Sidcup, Hornsey or Ilford. The company reserves the right at anytime to require you to work at a different location either on a temporary or permanent basis on reasonable notice.
Reference Number	TSE/JR/05
Reporting relationships	The successful candidate will report to the Telephone Sales Supervisor.
Job Purpose	To sell the benefits of advertising, within a specified business category, across a range of publications (printed and electronic) over the telephone to existing and potential clients. To ensure that targets and standards are achieved.
Job Dimensions	This role requires the provision of guidance to advertisers, based on a number of criteria, relevant to aspects of advertising. This will involve the use of negotiation skills; coupled with the ability to write advertising copy, in order to recommend the best advertising solutions for existing/potential clients based on geographical/ classification/ product type.
Organisational Chart	As a member of the advertising department you will report directly to a category supervisor, who in turn reports to the Head of Classified Sales.
Main Responsibilities	<p>To meet the agreed level of contact with existing accounts as maybe necessary to maintain/increase levels of business activity.</p> <p>To achieve agreed levels of cold calling activity to increase volume/revenue streams.</p> <p>To identify sales opportunities and effectively present key features and benefits of product(s) to secure new business.</p> <p>To ensure that you have a knowledge of your own and competitor titles in order to achieve the requirements of this role.</p> <p>To constantly seek out new revenue generating opportunities to ensure that company targets are met.</p> <p>To ensure that the company internal / external customer care & equal opportunity policies are adhered to at all times.</p> <p>To ensure that all client details are fully completed, including marketing information, within the OBA system</p> <p>To ensure that copy and pre payment (where applicable) are processed within appropriate deadlines</p> <p>To actively work towards Archants values: Openness; Commitment; Quality and Commitment</p> <p>To ensure that quarterly objectives, as agreed with your line manager, are met.</p>
Communication &	You will work as a member of the advertising department and as such will have

working relationships	interaction with a variety of departments in the production of a series of publications (printed/electronic) i.e. production, credit control, editorial, circulation, I.T., training, as well as other advertising departments.
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Most challenging part of the job	Working in the advertising department can at times be stressful as the role requires you to work towards set deadlines due to the high volumes of business being dealt with. To help balance the occasional pressures of the role, the advertising department offers a lively, competitive environment where the emphasis on 'fun' and dedication to the task and the support of other team members are of equal importance.
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Health & Safety	All employee must observe and comply with Archant's policies and procedures for health and safety.
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Equal Opportunities	All employees must observe and continually promote equal opportunities and customer care in compliance with Archant's aims and objectives.
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Job description Agreement	<p>To be signed within 6 weeks of employment after discussion with line manager.</p> <p>Manager :..... Date:.....</p> <p>Postholder:..... Date :</p> <p>This is a description of the job as it is presently constructed. This will be reviewed periodically and updated to ensure that the job description fully reflects the duties of the job</p>
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