



# Allied Press Limited

**Vision: Allied Press will continuously enhance its position as a quality Media Group.**

**Motto: "Optima Durant" – Quality Endures**

POSITION DESCRIPTION	
Job Title	Advertising Features Team Leader
Location	Dunedin
Tenure / Hours	Full time - 40 hours per week
Responsible to	Advertising Sales Manager
Responsible for	Advertising Features Team
Delegations	As per Allied Press Ltd Employee Financial and HR delegations policy.
Position purpose	<p>The main function of this position is the promotion and sales of advertising for Allied Press group of companies, primarily for the Otago Daily Times, odt.co.nz, The Star and associated Community titles, plus other appropriate media channels as may be required from time to time.</p> <p>As a leadership position within the Sales team, the post holder is required to provide clear leadership and professional development support to all direct reports.</p>
Date	21 June 2021

## THE ROLE OF ALLIED PRESS LTD

Allied Press is a media company with interests in daily and community newspapers, regional television station, websites, rental properties and commercial print operations. The company is based in Dunedin and has newspapers in Canterbury, Marlborough, Otago and Southland and printing operations in Dunedin, Greymouth and Alexandra.

The company is dedicated to not only providing comprehensive news and advertising coverage, but also to supporting a wide range of community projects and services.

## FUNCTIONAL RELATIONSHIPS

It is a key responsibility that relationships must be developed and maintained in such a way as to bring about a positive and respectful response from those the team member liaises with.

External to Allied Press Ltd	Internal to Allied Press Ltd
<ul style="list-style-type: none"><li>▪ Clients</li></ul>	<ul style="list-style-type: none"><li>▪ Production department</li></ul>
<ul style="list-style-type: none"><li>▪ Nominated Client agencies as appropriate</li></ul>	<ul style="list-style-type: none"><li>▪ Sales/features representatives</li></ul>
	<ul style="list-style-type: none"><li>▪ Advertising features journalist</li></ul>
	<ul style="list-style-type: none"><li>▪ Community newspaper managers</li></ul>
	<ul style="list-style-type: none"><li>▪ Group Advertising Manager</li></ul>

## FUNCTIONAL RELATIONSHIPS

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External to Allied Press Ltd	Internal to Allied Press Ltd
	<ul style="list-style-type: none"> <li>Advertising sales manager – national</li> </ul>
	<ul style="list-style-type: none"> <li>Advertising administration and Sales support</li> </ul>
	<ul style="list-style-type: none"> <li>Creative</li> </ul>
	<ul style="list-style-type: none"> <li>Editor and other editorial team members</li> </ul>
	<ul style="list-style-type: none"> <li>Press manager</li> </ul>
	<ul style="list-style-type: none"> <li>Commercial Manager</li> </ul>
	<ul style="list-style-type: none"> <li>IT manager</li> </ul>

## KEY RESULT AREAS

The position of Features and Sales Support Team Leader encompasses the following major functions or key result areas:

- To manage the day to day operation of the ODT/Star Feature Advertising and Sales support team located in Dunedin Features including motivating the team to perform at optimum levels, implementing an agreed sales strategy, achieving targets and developing new business.
- Sales leadership – maximizing sales revenue and repeat business, constantly looking for new revenue streams across advertising features for the ODT and Star, and other avenues as appropriate.

The requirements in the above Key Result Areas are broadly identified below:

YOU ARE ACCOUNTABLE FOR	YOU ARE SUCCESSFUL WHEN
<b>Features and Sales Support Management</b>	
Achieving agreed group sales targets including the sales of advertising across designated titles and publications mainly for advertising features	<ul style="list-style-type: none"> <li>You meet the monthly sales targets as set by the Advertising Sales Manager.</li> <li>Your sales people have every opportunity to achieve their sales targets.</li> <li>Sales volumes from existing clients and features are retained.</li> <li>All agreed deadlines are met.</li> <li>Agreed number of new business calls is maintained.</li> <li>There is accurate internal reporting.</li> <li>You keep up to date with all information sources relevant to improving products, services and industry knowledge.</li> </ul>
Recognising opportunities to ensure growth of sales for advertising features and other avenues as appropriate.	<ul style="list-style-type: none"> <li>You demonstrate innovation in sales techniques.</li> <li>You successfully secure new clients/features.</li> <li>You develop new products and ideas for new revenue streams.</li> </ul>
Meeting high payoff activities as discussed with Advertising Sales Manager.	<ul style="list-style-type: none"> <li>High payoff activities are successfully achieved as identified during performance review process.</li> </ul>
Liaising with Allied Press clients and assist with their advertising requirements.	<ul style="list-style-type: none"> <li>Positive, ongoing professional relationships are developed and maintained with clients and client needs are met.</li> </ul>
Liaising with other staff and departments to ensure goals and objectives are met.	<ul style="list-style-type: none"> <li>Goals and objectives are met.</li> </ul>
Providing regular reports to the Advertising Sales Manager on staffing, promotions, business retention, new business initiatives and other initiatives to increase revenue for	<ul style="list-style-type: none"> <li>Reports are comprehensive, accurate and on time and detail positive new leads.</li> </ul>

YOU ARE ACCOUNTABLE FOR	YOU ARE SUCCESSFUL WHEN
advertising features	<ul style="list-style-type: none"> <li>▪ You actively contribute to business development initiatives designed to enhance and increase advertising revenue.</li> </ul>
<b>Sales Support Administration and Customer Service</b>	
Acting as an ambassador for our business, you provide both our internal and external customers with exceptional service at all times.	<ul style="list-style-type: none"> <li>• You are regarded as approachable, helpful and friendly.</li> <li>• Customers; face to face, by email and on the telephone recognise they have received the level of support and service they seek.</li> <li>• You take the initiative to improve work practices to get the best possible outcome.</li> <li>• Problems and complaints are acknowledged, solutions identified and promptly acted upon.</li> </ul>
Developing and maintaining client relationships.	<ul style="list-style-type: none"> <li>▪ Clients report that services provided by Allied Press meet their needs and that their products and service reach maximum exposure across multiple platforms as appropriate.</li> <li>▪ There is evidence of active promotion and fostering of existing business relationships and opportunities to enhance sales.</li> </ul>
<b>Leadership and Management</b>	
Leading and motivating all team members, ensuring a high performance team that develops professionally and delivers 'best practice'.	<ul style="list-style-type: none"> <li>▪ You encourage the development of team members through the sharing of professional knowledge and experience.</li> <li>▪ Team members understand and are motivated to achieve their objectives; guidance is readily provided when needed.</li> <li>▪ You give regular, constructive feedback and acknowledge the efforts of others including giving praise where it is due.</li> <li>▪ Business goals are met through the proactive and consistent application of performance and development processes; performance concerns are addressed promptly.</li> <li>▪ Change is encouraged and supported where there is evidence that services/processes may be enhanced.</li> <li>▪ Communication is open, honest, appropriate and considerate.</li> <li>▪ You actively role model the leadership qualities required to ensure the success and commitment of staff.</li> </ul>
Builds capability within the Advertising features team ensuring they are fully competent to successfully undertake their roles.	<ul style="list-style-type: none"> <li>▪ Regular performance and development reviews are conducted with all direct reports on a regular basis.</li> <li>▪ There is evidence of the provision of constructive, honest and positive feedback whilst communicating clear, specific expectations of performance.</li> <li>▪ You maintain adequate sales training cycles for your team</li> <li>▪ Appraisals are completed in a timely manner.</li> </ul>
<b>Professional Development – self</b>	
Identifying areas for personal and professional development.	<ul style="list-style-type: none"> <li>▪ Your training and development needs are discussed with your manager on an annual basis as part of your annual performance and development review</li> <li>▪ You take personal responsibility for gaining and applying new skills.</li> </ul>

YOU ARE ACCOUNTABLE FOR	YOU ARE SUCCESSFUL WHEN
<b>Health, Safety and Wellbeing</b>	
Effectively managing workplace health and safety. All managers are expected to both model and champion Health and Safety excellence.	<ul style="list-style-type: none"> <li>▪ You and your reports understand and consistently meet your obligations under the Allied Press Ltd Group of Companies Health, Safety and Wellbeing Policy and Procedures.</li> <li>▪ You take responsibility for ensuring that regular Health and Safety audits are scheduled and undertaken to ensure a safe workplace is maintained at all times.</li> <li>▪ A culture of workplace safety is evident.</li> </ul>
<b>Other Duties</b>	
From time to time you may be required to undertake duties in addition to those outlined but which fall within your capabilities and experience.	<ul style="list-style-type: none"> <li>▪ You respond positively to requests for assistance in own and other areas, demonstrating adaptability and willingness.</li> </ul>
Looking for opportunities to improve systems, processes and work practices – both within your own areas of responsibility and the organisation as a whole.	<ul style="list-style-type: none"> <li>▪ You suggest new ideas and make refinements to systems, processes and work practices within your own role, and make suggestions for improvement to the organisation as a whole.</li> </ul>

NOTE: The above performance standards are provided as a guide only. The precise performance measures for this position will need further discussion between you and your manager as part of the annual performance and development review process.

#### PERSON SPECIFICATION

This section is designed to capture the expertise required for the role at the 100% fully effective level. (This does not necessarily reflect what the current job holder has). This may be a combination of knowledge / experience, qualifications or equivalent level of learning through experience or key skills, attributes or job specific competencies.

	Essential	Desirable
<b>Education and Qualifications</b>	<ul style="list-style-type: none"> <li>▪ Full NZ Driver's licence.</li> <li>▪ NCEA Level 3 or equivalent.</li> </ul>	<ul style="list-style-type: none"> <li>▪ A tertiary qualification in marketing, media, sales and/or public relations.</li> </ul>
<b>Knowledge, Skills and Experience</b>	<ul style="list-style-type: none"> <li>▪ Sales and administration experience preferably gained in the media industry.</li> <li>▪ Experience in working with CRM software</li> <li>▪ An experienced people leader.</li> <li>▪ Excellent oral, written and presentation skills.</li> <li>▪ Demonstrated negotiation skills.</li> <li>▪ Goal orientated – able to lead sales team towards the achievement of stated goals.</li> <li>▪ Business development experience – able to spot potential new business opportunities and act on these.</li> </ul>	
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>▪ Strong relationship management skills – ability to build and nurture important relationships both internally and external to the organisation.</li> <li>▪ Forward thinking and change ready – able to think beyond the current brief in order to strengthen the business.</li> <li>▪ Dependable, honest and ethical; acts with discretion at all times.</li> <li>▪ Adaptable and flexible – open to change (positive or negative).</li> <li>▪ Focused on providing a high level of customer service.</li> <li>▪ High level of personal initiative – the job requires a willingness to take on responsibilities</li> </ul>	

	<p>and challenges.</p> <ul style="list-style-type: none"> <li>▪ Ability to meet deadlines.</li> <li>▪ Is calm under pressure.</li> <li>▪ Independent – able to prioritise work effectively – developing one’s own ways of doing things; guiding oneself with little or no supervision, and depending on oneself to get work done.</li> <li>▪ Cooperative - job requires being pleasant with others on the job and displaying a good-natured, cooperative attitude.</li> <li>▪ Focused on going the extra mile to help meet customer requirements.</li> <li>▪ Proactive in looking for ways in which to improve service delivery and in sharing ideas.</li> </ul>
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**CHANGES TO POSITION DESCRIPTION**

From time to time it may be necessary to consider changes to the position description in response to the changing nature of our work environment – including technological requirements or statutory changes. This Position Description may be reviewed as part of the preparation for your annual performance review.

Acknowledged / Accepted:

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Employee

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Date

.....  
Manager

.....  
Date