



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 Sales Support/Sales Representative
Tenure / Hours	Full Time
Responsible to	Sales Manager
Responsible for	N/A
Delegations	As per Allied Press Ltd Staff delegations policy
Position purpose	This joint role sees you provide the advertising sales team with high quality, responsive administrative support in order to help them maximise opportunities to sell advertising to local, national and agency clients, as well as fulfilling the role of sales representative for a range of clients.
Date updated:	April 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, Otago and Southland, a television station in Dunedin, 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">Advertisers (local, regional and national)	<ul style="list-style-type: none">Production, Press and Publishing
<ul style="list-style-type: none">Advertising Agencies	<ul style="list-style-type: none">Advertising Sales and Marketing and Graphics Departments
	<ul style="list-style-type: none">Other Allied Press Ltd employees
	<ul style="list-style-type: none">Editorial
	<ul style="list-style-type: none">Accounts Department

KEY RESULT AREAS

The Advertising Sales Support/Sales Representative encompasses the following major functions or key result areas:

- Providing a high quality responsive support to Advertising Sales and Allied Press advertisers responding to enquiries from a variety of sources.
- Delivering various administration tasks related to all our advertising, including tasks such as advertisement bookings, copy collection and proofing, proposal writing, CRM input and maintenance and advertising sales.
- Operating as a Sales representative for an agreed client group.

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

YOU ARE ACCOUNTABLE FOR	YOU ARE SUCCESSFUL WHEN
Advertising Administration	
Booking advertising across all media assets owned by Allied Press and, if required other media.	<ul style="list-style-type: none"> ▪ Adverts are booked correctly and run in the publication, online or any other media as requested by sales representative or the client. ▪ Communication with sales reps or clients to confirm bookings, material requirements, or changes to bookings are made in a timely and accurate manner.
Communicating with advertisers and/or their agencies with regards to supplying adverts and copy to our advertising deadlines and design specifications in an accurate and timely manner.	<ul style="list-style-type: none"> ▪ All advertising is quoted accurately and within Allied Press guidelines ▪ All advertising is received for publication in our newspapers or online prior to deadline and is designed to our specifications. ▪ Any late adverts are followed up with the advertisers or agency and supplied.
Ensure all advertising is charged and booked accurately to the correct publication/position/dates as instructed by the sales representative and/or client	<ul style="list-style-type: none"> ▪ All advertising is booked at the correct rates as agreed with the advertiser or sales representative. ▪ Bookings are made accurately as instructed. ▪ Confirmation of bookings is sent to the sales rep or advertiser as directed.
Updating and maintaining all advertisers' information on the Allied Press customer relationship management (CRM) and representative records	<ul style="list-style-type: none"> ▪ The information entered is accurate. ▪ Errors are minimized and corrected as soon as possible.
Sales Support	
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"> ▪ You are regarded as approachable, helpful and friendly. ▪ Customers; face to face, by email and on the telephone recognise they have received the level of support and service they seek. ▪ You take the initiative to improve work practices to get the best possible outcome. ▪ Problems and complaints are acknowledged, solutions identified and promptly acted upon.

YOU ARE ACCOUNTABLE FOR	YOU ARE SUCCESSFUL WHEN
Providing a high quality, responsive and professional service to clients and sales representatives	<ul style="list-style-type: none"> ▪ Information provided is accurate. ▪ Enquiries are acknowledged to the client quickly and then forwarded to the sales rep or staff member responsible for the client or area.
Canvassing for, accepting, pricing and selling of advertising	<ul style="list-style-type: none"> ▪ All sales are delivered on in a timely manner. ▪ You meet the required sales targets as set by the Advertising Sales Manager
Reporting of daily activities and client interactions	<ul style="list-style-type: none"> ▪ Internal reporting requirements are achieved. ▪ Sales call sheets are completed as requested, and CRM accurately captures all client visits and calls with the required level of detail and accuracy.
Delivering on your high pay off activities as discussed with the group advertising manager.	<ul style="list-style-type: none"> ▪ High pay off activities are delivered as agreed.
Providing ongoing reporting of sales activity using the Allied Press CRM system other sales systems	<ul style="list-style-type: none"> ▪ CRM sales reports and opportunities are completed on time and in accurate manner. ▪ Deliver other reports as requested by the advertising sales manager.
General Sales Administration	
General administration duties such as, sales support, printing, taking meeting notes and minutes, and other duties as requested by sales representatives and advertising sales manager	<ul style="list-style-type: none"> ▪ All administration tasks are performed efficiently and on time as required.
Team work	Team work
Working together as part of a team to meet the requirements of your role.	<ul style="list-style-type: none"> ▪ You are willing to share your knowledge, experience and ideas for the benefit of the team and wider business. ▪ Your communication with others is open, honest and considerate. ▪ You demonstrate initiative and commitment to team objectives, actively participating in group activities. ▪ You are open and receptive to change. ▪ You are able to move quickly between various jobs to ensure work is completed effectively. ▪ You contribute to team meetings positively and support other team members.
Professional Development – Self	Professional Development – Self
Identifying areas for personal and professional development.	<ul style="list-style-type: none"> ▪ Your training and development needs are discussed with your manager on an annual basis as part of your annual performance and development review ▪ You take personal responsibility for gaining and applying new skills.

YOU ARE ACCOUNTABLE FOR	YOU ARE SUCCESSFUL WHEN
Health, Safety and Wellbeing	Health, Safety and Wellbeing
Taking all practicable steps to ensure personal safety and the safety of others while at work, in accordance with companies Health and Safety policies, procedures and systems.	<ul style="list-style-type: none"> ▪ You understand and consistently meet your obligations under Allied Press Ltd.'s Health, Safety and Wellbeing policies and procedures. ▪ You actively encourage and challenge your peers to work in a safe manner.
Other Duties	Other Duties
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"> ▪ You respond positively to requests for assistance in own and other areas, demonstrating adaptability and willingness.
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"> ▪ 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.

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 performance development 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
Education and Qualifications	<ul style="list-style-type: none"> ▪ NCEA Level 3 passes or equivalent in English and mathematics. ▪ Current NZ driver's license (Restricted minimum) 	<ul style="list-style-type: none"> ▪ Qualification in sales or marketing or working towards same. ▪ Holds a qualification in administration or working towards the same.
Knowledge, Skills and Experience	<ul style="list-style-type: none"> ▪ Previous work experience in a customer service/sales/office administration role ▪ Competent in Microsoft Office suite including Word, Excel and PowerPoint. ▪ Excellent oral and written communication skills. ▪ A high level of attention to detail and work accuracy. ▪ Excellent key boarding skills. 	<ul style="list-style-type: none"> ▪ Previous experience using a CRM database. ▪ Previous Sales experience.
Personal Qualities	<ul style="list-style-type: none"> ▪ Is calm under pressure – responds positively to the need to manage and achieve deadlines. ▪ Ability to meet deadlines. ▪ Dependable, honest and ethical – acts with discretion at all times. ▪ A good level of personal judgment and initiative. ▪ Adaptable and flexible – open to change (positive or negative). ▪ 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. 	

	<ul style="list-style-type: none"> ▪ Cooperative - job requires being pleasant with others on the job and displaying a good-natured attitude. ▪ Focused on going the extra mile to help meet customer requirements. ▪ Proactive in looking for ways in which to improve service delivery and in sharing ideas. ▪ Ability to multi-task. ▪ Able to foster and maintain professional interpersonal relationships, both internally and externally to the organisation
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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

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Manager

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Date