

# JOB DESCRIPTION

## Retail Advertising Representative Outside Sales

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### **Overview:**

Create revenue for The Shorthorn and other publications produced by the department by selling display ads and classified line ads. This includes servicing and renewing existing accounts as well as prospecting new accounts. Consistent, accurate transactions are critical to this position. Work with customers to design ads, complete paperwork to insert ads, collect payments, keep files of accounts, Position is supervised by the outside sales student manager and professional advertising manager. All student staff members are hired on a semester basis.

### **Responsibilities:**

- Be currently enrolled at UTA. Summer semester may be waived at the discretion of Student Publications director
- Ad reps are paid on commission of sales. Each rep is given a sales quota for each two-week sales period. Each rep's work schedule must be sufficient to meet quota, meet all Shorthorn and Student Publications deadlines (which includes being available to consult with Ad Designers as needed), participate in sales and training sessions, and meet all other responsibilities of the position. Monday-Friday afternoons are preferred.
- Additional outside employment must not interfere with duties of this position.
- Excellent oral and written communication skills.
- Sales experience, advertising and marketing courses helpful but not necessary.
- Must have daily use of reliable automobile.
- Follow dress code.

### **Guidelines:**

- Training time takes approximately 3 4-hour sessions and is required. Training will be compensated
- Upon completion of training, the new ad rep will be compensated for the first quota period worked either by commission or be paid minimum wage for hours worked (up to 20 per week) (which ever is the higher amount), allowing rep time to prepare and become acquainted with clients.

- Contact EVERY client on account list as needed: weekly, bi-weekly, monthly and seasonally. Accounts not contacted will be reviewed and re-assigned as necessary by Advertising Manager.
- Sell a minimum of \$150 in ads for every publication of The Shorthorn..
- Paperwork, daily and weekly reports must be complete, accurate and on time - Insertion Orders, Contracts, Daily Call reports, Commission Reports, Purchase Agreements, etc.
- Ad reservation and proofs to customers are daily deadline responsibilities, sometimes requiring additional hours after office closes.
- In addition to The Shorthorn, ad reps sell ad space in special sections, special editions, special ad promotions and UTA Class Schedules. Ad reps may also sell space in other campus newspapers, as part of the PowerBuy program.
- Ad Reps are paid on commission for every inch of ad space sold. Extra monetary incentives are paid for new account sales, reaching/increasing personal quota(s), meeting departmental quota(s), and reaching Account Executive and Senior Account Executive qualifications, and more.
- Ad rep is responsible for confirming each client's status before selling additional advertising space. Accounts are cash in advance until Display Business Manager approves credit application.
- Deliver proof of ads and tearsheets as per client request.
- Evaluation meetings after each two-week quota period will review and assess ad rep's performance. Evaluations include quotas, new accounts, customer service, paper work, organization, and attendance.
- Notify supervisor if absence or tardiness becomes necessary. Unapproved absences will NOT be excused and may lead to termination.