

# Advertising Sales Representative

Our client is seeking an Advertising Sales Representative to join Sales team of a reputable magazine. This sales superstar will work to actively build our client base in the GTA and drive deal flow.

If you are:

- **Excited** about winning market share in a booming industry and believes that sales targets are meant to be smashed!
- **Dynamic** and a proactive and individual who thrives in a fast-growing environment
- **Go-getter** and skilled in establishing new client relationships while reinforcing positive client relations with long-standing clientele
- **Experienced** with working in a start-up magazine

The successful candidate will be familiar with print media, desktop, and mobile platforms, as well as marketing applications. The position will be supported by in-house administrative, graphic design, and communications staff.

## **Responsibilities (include but are not limited to):**

- Actively building a pipeline of deals via RFPs and strong client relationships
- Qualifying prospects, judging interest levels, and routinely following up
- Prospecting Ad agencies and their clientele
- Conducting 3-5 sales presentations per week to new clients
- Establishing, maintaining, and cultivating the day-to-day relationships with agencies and corporate brand clients
- Consistent and aggressive pursuit of new sales/business opportunities to achieve monthly quotas/targets
- Maintaining client records and activity in CRM databases
- Monitoring and responding to inbound leads
- Adept at customizing advertising opportunities to match different prospects

## **Qualifications:**

- Proven track record of selling to C-suite clients and agencies
- Comfortable with direct selling of multimedia advertising and event sponsorship
- Possesses superior understanding of marketing technology, social networks, and the ability to learn quickly when necessary
- Manage the full sales process, from lead generation to closing, with medium and large buyers
- Take pride, ownership, and accountability in their duties and maintains a winning attitude
- An effective problem-solver with a solid focus on being a contributing team member

- Enthusiastic contributor to company culture, growth, and a collaborative environment
- Demonstrated ability to build relationships with key decision-makers, and possesses the know-how to identify and influence successful outcomes
- Highly organized, able to multitask efficiently and tackle tight deadlines with composure
- Post-secondary education in advertising, media, or a related field

Job Location: Toronto, ON