

Program Advertising Salesperson

Summary of Job Responsibilities:

The program advertising salesperson sells advertising space in the concert programs.

Duties/Tasks:

- Contact previous advertisers to secure continuing program ads.
- Locate and contact potential new advertisers.
- Provide advertisers with the ad rate sheet with size options and costs as well as ad specs.
- Notify marketing director and treasurer by e-mail of the sales agreement.
- Verify that the treasurer has received payment from advertisers.
- Confirm that advertisers have e-mailed ad copy to the marketing director.

Helpful Skills:

This position requires excellent verbal communication skills, including initiative, persuasive ability, friendliness, confidence, diplomacy, persistence, and patience; the ability to build relationships with advertisers; organizational skills, and computer skills, especially e-mail communication.

Time Commitment:

This work occurs in the fall, before the concert program print deadline, four hours.

Appointed Position:

The marketing director appoints this position.