



TITLE:	<i>Advertising Sales Director</i>	<i>Date: 08/11/21</i>
SUMMARY:	<ul style="list-style-type: none"> • Responsible for building, maintaining, and growing an in-house advertising sales program. • Closely collaborate sales efforts with other members of the Publications team, the Sales/Partnerships Manager, and other departments. 	
RESPONSIBILITY:	<ul style="list-style-type: none"> • Lead the effort to build internal program that will lead to increased non-dues revenue related to advertising sales to include advertisers outside our hobby. 	
ESSENTIAL FUNCTIONS:	<ul style="list-style-type: none"> • Manage the full sales cycle, including prospecting, fact-finding, presenting, negotiating, and closing accounts. • Service existing accounts with the goal of forging strong, long-term relationships. Understand the clients' needs; communicate with them at least monthly, assess if they are satisfied with current advertising, and make recommendations for how to improve their outreach to members. • Prospect and secure new advertising both within the model aviation industry and in other industries that would find value in promoting their products and services to our members. Pitch the benefits of advertising through AMA and help sell the AMA story to new clients. • Embrace a collaborative, consultative approach to advertising sales. • Use data in sales, forecasting, and when planning advertising campaigns with clients. • Generate and describe creative, results-focused marketing concepts to existing and potential advertisers. • Assemble packages composed of different properties and opportunities, including print, digital, event, outdoor, and other engagements that most effectively accomplish the marketing objectives of the client. • Keep abreast of changes within the demographics of AMA and changes within the industry. • Perform ongoing, extensive research on clients and competitors in the advertising space. Summarize this research for management quarterly in the form of a written report. • Recommend changes in products, services, pricing, and policies by evaluating results and competitive developments. • Make sales presentations via conference call, a web-based 	

interface, or in person when possible.

- Visit existing and potential advertisers when practical (in conjunction with trade shows and other events, for example).
- Coordinate with staff concerning monthly sales of AMA properties.
- Work closely with Publications and Creative teams for advertising space scheduling and placement.
- Coordinate advertising design needs with the Production and Design team.
- Update the AMA Media Kit annually, working closely with the Publications and Creative teams.
- Generate insertion orders and sales reports for advertising and submit to accounting.
- Generate and update an advertising leads report and submit monthly to management for a joint review.
- Communicate weekly with accounting.
- Review sales numbers with management quarterly in conjunction with sales goals identified at the end of the previous year. Work with management to set realistic and obtainable sales goals for the following year.
- Review Ageing Report monthly with accounting and management. Assist with risk assessment of delinquent accounts.
- Respond to incoming questions and inquiries to purchase advertising space in a timely fashion (preferably the same working day when possible).
- Resolve client complaints by investigating problems, developing solutions, and making recommendations to management.
- Develop relationships with advertisers designed for long-term growth and partnerships.
- Collaborate with other departments to explore bundling opportunities with other programs, to include events and sponsorships.
- Maintain a sharp edge in advertising sales knowledge by attending workshops, conferences, and online learning opportunities, reviewing trade publications, print and digital resources related to media sales, establishing personal networks (e.g., LinkedIn), and participating in professional organizations or societies.
- Make recommendations to management on expansion of the program based on experiences of year one, to include identifying tools and additional resources going forward.

CREDENTIALS

AND

EXPERIENCE:

- Four-year college degree preferred.
- At minimum three years of media sales experience.
- Experience in the hobby of model aviation, aero sports, recreational, or related field preferred.
- Association experience preferred.
- Strong interpersonal and communication skills, to include excellent listening and speaking abilities.
- Persistent, highly motivated to sell; must have excellent negotiation and persuasion skills.
- Experience working with agencies and media buyers.
- Basic knowledge of computers and software applications, especially as they apply to sales and Customer Relationship Management (CRM). Note: Use of in-house CRM would be required.
- Willingness to learn and embrace innovative approaches to advertising sales in the ever-changing and disruptive world of media and marketing.
- Some travel to attend trade shows, events, and visit clients required.
- Strong organizational skills to track and manage multiple accounts, reporting, and staying ahead of clients' needs.
- Ability to work independently and in a team environment.