

## **GreenGale Job Description**

**Job title:** Advertising Director

**Location:** Austin, Texas

**Reports to:** Senior Vice President

### **PURPOSE AND DESCRIPTION OF JOB**

Plans and executes integrative advertising programs for publications, digital platforms and events programs working closely with the Senior Vice President. Please note that no position at GreenGale is static, and job functions and priorities will change as the needs of our company evolve.

### **ESSENTIAL FUNCTIONS**

#### *Description of Function*

1. Builds and maintains ad revenue for digital platform, publications and events by continually prospecting for new accounts, leads and sales opportunities on the phone and in person
2. Manages account database, including prioritizing and organizing sales calls to maximize business
3. Proactively communicates account and sales information to management and sales team
4. Conducts regular analysis and forecasts on accounts and sales information.
5. Develops and articulates advertising strategy in response to product objectives.
6. Designs and maintains an advertising program that spans all types of media opportunities.
7. Identifies advertising objectives and target markets for products or services.
8. Builds brand identity and raises awareness through effective advertising programs.
9. Confers with Senior Vice President to outline new policies or sales promotion campaigns.
10. Confers with outside advertising agencies and print, broadcast, and online media representatives to negotiate advertising contracts.
11. Service all existing active accounts by maintaining constant contact with clients to ensure that we are meeting and/or exceeding their expectations.
12. Using research of clients as a guide, prepare sales presentations, budget recommendations, and creative ideas for prospects and current clients.
13. Follow-up on traffic and production of ads to ensure proper placement and that the correct ad is being run.
14. Track sales in database and ensure that input of all data is correct

15. Develop and maintain both local direct and agency accounts.
16. Build relationships in the community to assist the magazine reach revenue goals.
17. Develop and utilize current non-traditional revenue (i.e. sponsorship) opportunities to generate revenue.
18. Work with clients and finance to ensure timely payment for all sold and/or assigned accounts.
19. Represents the company at client and company events to promote business.
20. Complete all forms and process paperwork for assigned accounts according to company specifications to ensure proper handling of accounts.
21. Reliable transportation to attend meetings, appointments and company functions is required.

#### **OTHER FUNCTIONS**

1. Candidates who cannot perform some or all of these duties because of disabilities will nevertheless receive full consideration for the job based on their ability to perform essential functions.
2. Sets agenda for and facilitates weekly sales meetings as needed.
3. Works with management on daily management of sales staff including coaching sales staff, prospecting, gathering information, preparing proposals, monitoring staff's schedules, T&E, and progress with accounts.
4. Other duties as assigned.

#### **MINIMUM REQUIREMENTS**

The following are required to enable job holders to perform the essential functions of the job.

##### **(1) Skills/knowledge**

Ability to create PowerPoint for Sales Pitches

Ability to navigate sales system

Knowledge of sales market and competitors in local market

Ability to operate a computer and Microsoft Office programs (Word, Excel, Powerpoint) and Gmail

Must exhibit strong leadership ability and be highly motivated and goal oriented.

##### **(2) Experience/education**

Bachelor's degree (B. A.) from four-year college or university; or five to seven years related experience and/or training; or equivalent combination of education and experience.

Minimum five years prior sales experience in publishing recommended.

Prior experience with luxury brand products and clients preferred.

Minimum three years prior experience managing a sales team.

### **(3) Physical effort and dexterity**

Note: Candidates whose disabilities make them unable to meet these requirements will still be considered qualified if they can perform the essential functions of the job with reasonable accommodation.

Frequently required to sit and lift and/or move up to 25 pounds.

Occasionally required to stand and walk.

### **(4) Visual acuity, hearing, speaking**

Note: Candidates whose disabilities make them unable to meet these requirements will still be considered qualified if they can perform the essential functions of the job with reasonable accommodation.

Regularly required to talk or hear.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

### **(5) Environment and scheduling**

Scheduled hours are Monday – Friday, 9:00am to 5:30pm with a thirty minute unpaid lunch.

Overtime hours outside business hours will be required.

The noise level in the work environment is usually moderate.

The employee regularly works in an office setting and occasionally travels to client locations and may be exposed to outdoor climates.

### **Competencies**

To perform the job successfully, an individual should demonstrate the following competencies:

1. Design - Generates creative solutions; Demonstrates attention to detail.
2. Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.
3. Project Management - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.
4. Technical Skills - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.
5. Customer Service - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.
6. Interpersonal Skills - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.
7. Oral Communication - Speaks clearly and persuasively in positive or negative situations; Listens and

gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

8. Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
9. Teamwork - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.
10. Quality Management - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.
11. Business Acumen - Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.
12. Cost Consciousness - Works within approved budget; Contributes to profits and revenue; Conserves organizational resources.
13. Diversity - Demonstrates knowledge of EEO policy; Shows respect and sensitivity for cultural differences; Promotes a harassment-free environment.
14. Ethics - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
15. Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.
16. Strategic Thinking - Understands organization's strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.
17. Judgment - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.
18. Motivation - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.
19. Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Develops realistic action plans.
20. Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
21. Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.
22. Quantity - Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Works quickly.
23. Safety and Security - Observes safety and security procedures; Reports potentially unsafe conditions; Uses equipment and materials properly.

24. Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.
25. Attendance/Punctuality - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.
26. Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals.; Completes tasks on time or notifies appropriate person with an alternate plan.
27. Initiative - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.
28. Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.

It is not the intention of this position description to limit the specific duties of this job, but rather to describe the major responsibilities and activities associated therewith at the time the position was prepared. As our company changes, as its needs change, or simply with the passage of time, the specific task and responsibilities which comprise any job also tend to undergo changes. Such changes may consist of additions to, reductions in, or substitutions of duties and responsibilities.