

Job Description and Standards of Performance

<u>Position Title:</u> Classified Advisor	<u>Affiliation:</u> PNG
<i>Specialization:</i>	
<u>Department:</u> Advertising	<u>Department #:</u>
<u>Date Updated:</u> 4/19/07	<u>Updated by:</u> Sorenson
<small>Released 8/28/00</small>	<u>Job Code #:</u> 42V080

Position Purpose/Objective:

To generate Classified advertising revenue by professionally presenting and selling advertising opportunities into the company's portfolio of products and services to existing and potential customers (both inbound and outbound) via "remote" means (i.e. telephone, e-mail, etc.) and walk-in customers. To provide excellent customer service.

All core duties are listed before supporting duties. The relative importance of duties relates to the anticipated impact of that duty to the business, department, customer, and/or product.

Position Duties	Meets Expectations When:
Achieves sales targets by selling Classified Advertising to customers, both inbound and outbound. Advises customers on content of ads, run dates, and rates. CORE	Advisor is able to successfully complete all phases of sales process including developing target account lists. All transactions are handled accurately and professionally; customer satisfaction is achieved, department deadlines are met. Efforts result in achieving sales targets based on department performance standards.
Applies upselling techniques to generate additional revenue; participates in sales projects as assigned. CORE	Upselling and sales projects efforts meet targets based on department performance standards.
Provides excellent customer service. CORE	All transactions are handled in a friendly, professional manner. Customer service techniques are demonstrated and evident.
Proficient in entering and building ads in publishing system. CORE	Credits resulting from Advisor errors meet department performance standards. Layouts conform to department standards. Deadlines are met. Understanding of order entry system can be clearly

Portland Press Herald
Est. 1862
Maine Sunday Telegram

	demonstrated.
Customers are responded to promptly. CORE	Meets department standards regarding call volumes. Other modes of customer contact are checked frequently and responded to promptly.
Assists other Advisors to meet daily deadlines, goals, and operating needs. SUPPORTING	Assistance is provided on own initiative, and in a cooperative spirit. Department is not left without sufficient coverage (at counter, during breaks, lunch, etc.).
Uses available technology to support sales/production efforts as needed. SUPPORTING	Possesses adequate knowledge of all pertinent software/systems necessary to perform sales and related duties efficiently.
Follows and understands policies and procedures. SUPPORTING	Knowledge of policies and procedures are demonstrated and implemented.
Performs additional related duties as assigned. SUPPORTING	Additional related duties are performed on time in a satisfactory manner.

Required Education and/or Experience/Knowledge:

HS diploma or equivalent required, two years of college is preferred. Experience in sales is a strong plus as is computer knowledge, and keyboarding experience.

Required Skills:

Computer knowledge (preferably Macs), sales skills, customer service skills, organizational skills, keyboarding ability (minimum 45 wpm), quick learner, enthusiastic, able to problem solve, "think on feet."

This position reports to:

Classified management