

Job Description and Standards of Performance

<u>Position Title:</u> Sales Assistant	<u>Affiliation:</u> PNG
<i>Specialization: (Classified, Retail, and Majors)</i>	
<u>Department:</u> Advertising	<u>Department #:</u>
<u>Date Updated:</u> 4/19/07	<u>Updated by:</u> Blethen
	<u>Job Code #:</u>

Position Purpose/Objective:

To assist and support the advertising sales staff with all related sales procedures to allow salesperson to professionally sell advertising opportunities to existing and potential customers. To deliver high quality customer service and support the revenue opportunities and initiatives for the Advertising department.

Note: Not all job duties are required of all Sales Assistants, as noted below.

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:
Assists salesperson with clerical and administrative procedures that support the selling and placement of advertising materials, e.g. paperwork, proofs, tearsheets, reports, forms, filing, etc. CORE	Procedures are completed accurately and in a timely fashion.
Handles physical and electronic processes involved in ordering and producing ad materials. CORE	Ad orders are accurate and timely. Ad materials are prepared or produced properly and sent through production process according to established procedures and timelines. Filing of ad materials, etc. is current and orderly.
Assists in obtaining account and salesperson information from system, prepares proposals, ad schedules and research material for salespeople. CORE	Sales assistant retrieves information needed to assist salesperson with customer requests and materials needed to increase sales in a timely and accurate manner.

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Performs advertising pagination (duty may not apply to all sales assistants). CORE	Is able to paginate in an accurate and timely manner.
Takes obituaries and maintains positive relationship with funeral directors (duty may not apply to all sales assistants) CORE	Obituaries are published correctly. Funeral directors are communicated with on a regular basis and positive relationship is maintained.
Processes public notices (duty may not apply to all sales assistants) CORE	Notices are processed in a timely and accurate manner.
Sales assistant has solid working knowledge of advertising products, policies and procedures. CORE	Sales assistant demonstrates solid knowledge of products, rates, policies and procedures and is able to accurately answer customer inquiries.
Communicates effectively with salespeople. CORE	Sales assistant keeps salesperson informed of any communications, customer requests or concerns in a timely and accurate fashion.
Represents the company in a professional manner and demonstrates a strong customer service orientation. CORE	Sales assistant should strive to exceed customer expectations. Customer concerns are anticipated and handled as efficiently as possible. Sales assistant works well with co-workers and other departments in a team-spirited, positive manner.
Sales assistant uses available technology to support sales/production efforts as needed. SUPPORTING	Sales assistant possesses adequate knowledge of all pertinent software/systems necessary to perform sales support duties efficiently.
Sales assistant covers sales territory when required. SUPPORTING	Sales assistant has account knowledge needed to cover salesperson's territories when salesperson is unavailable.
Sales assistant covers Welcome Center and serves as backup for mail delivery as necessary. SUPPORTING	Welcome Center and other backup duties are understood and performed in a competent and professional manner.
Additional related duties as assigned. SUPPORTING	Duties are performed on time and in a satisfactory manner.

Required Education and/or Experience/Knowledge:

Minimum of college degree or related experience is required. Sales experience is a plus.

Required Skills:

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Excellent communication and customer service skills

Time management and organizational skills

Ability to handle multiple projects and priorities in a fast-paced environment

Computer skills including word processing ,spreadsheets, presentation software and e-mail

Professional attire required

Valid driver's license, proof of insurance and access to a reliable vehicle as required.

This position reports to either
Various Advertising managers