

Job Description and Standards of Performance

<u>Position Title:</u> Promotions & Programs Developer	<u>Affiliation:</u> Affiliated
<i>Specialization:</i>	
<u>Department:</u> Circulation	<u>7221</u>
<u>Date Updated:</u> 4/29/07	<u>Updated by:</u> D. Gallivan
	<u>Job Code #:</u>

Position Purpose/Objective:

To support net paid objectives through innovative, comprehensive, cost effective, sales and marketing programs and new location sales.

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:
Develops and implements creative sales techniques and opportunities to sell circulation programs in sales territory. CORE	Creates opportunities by developing relationships with accounts in existing markets and potential markets for circulation programs. Number of sales calls meets department standard. Implements and expands existing and new sales programs.
Develops innovative sales programs with Amenity clients at increased rates. CORE	Relationships with Amenity clients result in increased sales and revenues
Recruits new base level sales locations CORE	Field surveys of the market area are conducted on a systematic, ongoing, basis. Areas of need are identified in a timely manner and plans are quickly developed to exploit sales opportunities therein.
Secures new non-traditional sales outlets CORE	Develops a listing of potential account sales. Formulates sale proposals to successfully gain entry into these accounts. Includes sponsorship opportunities for NIE.

Portland Press Herald
Est. 1862
Maine Sunday Telegram

Uses available technology to support efforts as needed. SUPPORTING	Possesses adequate knowledge of all pertinent software/systems necessary to perform duties efficiently.
Other related duties as assigned. SUPPORTING	All additional duties are completed in a timely, effective manner

Minimum Education and/or Experience/Knowledge:

College education or related sales experience.

Sales experience required.

Merchandising experience desirable.

Valid driver's license, a reliable vehicle and proof of insurance required,

Minimum Skills:

Computer skills.

Excellent communication and customer service skills.

Fundamental math skills

This position reports to: Ass't Circulation Director/SC