

Advertising Sales Manager Job Description

Duties and Responsibilities:

- Identify potential clients to offer them advertising services
- Initiate discussions with customers through emails, calls, and scheduled meetings
- Deliver sales pitches convincing clients to subscribe for an advertising space
- Highlight the benefits of various ad services and their capacity to reach a target market
- Provide clients with advertising sales materials to aid them in choosing appropriate service
- Explain the features of available ad space and their accompanying rates
- Supervise the hiring and daily operations of advertising sales representatives
- Develop and implement standards for pricing to ensure optimal returns for an ad company, as well as a satisfied customer base
- Carry out market research to identify new techniques to advertising sales
- Proffer expert recommendations to clients on more suitable advertising service based on cost and viewership
- Collaborate with heads of various departments in an advertising company to take important decisions as related to choice of advertising media and advertising strategies
- Maintain good working relationship with clients to ensure effective business dealings
- Conduct price negotiations with clients on behalf of an advertising company to reach favorable prices for both parties
- Prepare advertising budgets, set targets, and assign job duties
- Review media placements and ad campaigns to ensure they meet all clients' specifications.

Advertising Sales Manager Requirements – Skills, Knowledge, and Abilities

- **Education and Training:** The advertising sales manager job typically requires a Bachelor's degree in marketing, advertising or business administration, although some hirers insist on candidates with a Master's degree. The advertising sales manager job doesn't require any specific certifications, however, having one increases your job prospects as does relevant experience in sales
- **Communication Skills:** Advertising sales managers are adept to interacting with customers to offer advertising services, securing a deal or resolving customer complaint
- **Decision-making Skill:** Advertising sales managers are able to take quick and appropriate decisions such that improves sales
- **Management Skill:** As part of their key qualities, advertising sales managers are able to direct and supervise the activities of an advertising sales department to ensure work efficiency.