



**JOB DESCRIPTION:** Account Manager-Advertising/Media Sales  
**JOB CODE:** SAL-AD  
**DEPARTMENT:** Sales & Marketing  
**REPORTS TO:** Sales Manager  
**TYPE:** Full Time  
**DATE UPDATED:** January 17, 2018

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**JOB SUMMARY:** Reporting directly to the Sales Manager, this Account Manager will be responsible for Advertising/Media sales. The Account Manager is responsible for implementing the company's sales and marketing strategy, identifying and qualifying leads while consistently closing business in order to meet or exceed their sales quota. Qualified candidate should be able to accurately and on a timely basis document sales and customer service activities, and process appropriate paperwork. As employee development is essential, responsibilities and job function may expand and evolve proportionate to the employer's needs.

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**ESSENTIAL FUNCTIONS** (include, but not limited to):

- Implementation of sales strategy
- Placement of client ads, communicate ad metrics to clients.
- Execution of ad sales cycle from lead generation to close
- Consistent and on plan revenue delivery through lead identification, qualification and sales pipeline management
- Development of new revenue
- Contribution to highest levels of prospect and customer satisfaction
- Professional interaction with UB staff

**QUALIFICATIONS:**

- Minimum 2 years experience with Advertising/Media Sales
- Creative ability and imagination.
- Excellent communication skills.
- Ability to work under pressure.
- Excellent presentation and demonstration skills both in a group setting, on phone, and on camera.
- Command of PC Windows environment, Microsoft Office, and CRM.
- Limited travel required

**CHARACTER:**

- Smart, flexible, diligent and professional
- Good communicator
- Maintain sense of urgency
- Straightforward, honest, team player

**COMPENSATION:**

- Base salary plus commission
  - Health, Optical, Dental, Orthodontic Insurance, 401k, Profit Sharing
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