

## villages media management, inc.

1100 Main Street  
The Villages, FL 32159

<b>JOB TYPE:</b>	Telephone Directory Sales Assistant
<b>DEPARTMENT:</b>	Daily Sun - Headquarters
<b>REPORTS TO:</b>	Classified Advertising Manager
<b>FLSA STATUS:</b>	Non-Exempt
<b>PRE-REQUISITE:</b>	None
<b>UPDATED/REVIEWED:</b>	1/1/2016

### **SCOPE OF RESPONSIBILITIES**

This position assists telephone directory sales and management staff in performing their various duties.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. While this is intended to be an accurate reflection of the current job, management reserves the right to revise the job or to require that other or different functions be performed when circumstances change or exigencies require (this includes but is not limited to emergencies, changes in personnel, workload, rush jobs, or technological developments).

### **FOR ACCOUNT EXECUTIVES:**

- Check out-of-office AE's desk periodically during the day for faxes, proofs, etc which need immediate attention. Call AE if needed to ensure timely handling of materials.
- Check e-mails and/or voicemail as requested by AE during the day to ensure timely handling of materials and requests.
- Forward such materials to Ad Services or Accounting departments as needed.
- Write insertion tickets, cancellations, telephone messages, etc as required when AE is out of office. Pull duplicate tearsheets as needed.
- Call customers for proof changes as requested by AE.
- Act as a liaison with Ad Services, Accounting, and the Printing Plant for the AE when they are out of the office and the department, the salesperson or a client needs service.
- Enter ad sales orders into the system in an accurate and efficient manner.
- Communicate with directory sales representatives about ticket content and layout issues in a timely manner.
- Create publication template and import ads from the current day run sheet for the directory and newspaper.
- Create publication templates and import ads for special sections of the directory, newspaper, magazines and various publications.
- Establish classified liner and display pages.
- Create dummy pages for all publications using templates and daily run sheets.
- Ensure dummy pages are correct, print order sheets and color sheets. Send correct and approved sheets to editorial, pre-press and the printing plant for production.
- Communicate changes to editorial, pre-press and the printing plant in a timely and effective manner.
- Measure each day's newspaper to ensure all ads were placed and ran properly.
- Sort and file tickets.
- Calculates total advertising cost for customer.
- Places advertisements within set deadline time.
- Talks to customer to determine wording and dates of publication of classified advertisement.
- Collects payments for advertisements.
- Writes order form to customer's specification and transmits to production personnel for publication.
- Cold call advertisers by telephone and face-to-face.
- Deliver sales materials and ad proofs to customers.

**FOR SALES MANAGER:**

- Record sales calls indicated on AE’s call reports against the master account list.
- Track competitive media as requested by Sales Manager.
- Ensure that all sales materials are current and available to AE on the carousel.
- Check digital cameras in and out with sales staff.
- Keep history of contracts, rotation of Wheels advertisers, and other weekly tracking as requested by Sales Manager.
- Copy and/or distribute materials to AE as requested by Sales Manager.
- Assemble materials and information as requested by Sales Manager.
- Back up Paper Measurement and Ad Entry processes.
- Greet and talk with walk-in clients as needed.
- All other duties as assigned.

**EDUCATIONAL/EXPERIENCE REQUIREMENTS**

High school diploma or general education degree (GED); or three months related experience and/or training; or equivalent combination of education and experience. Proficient in Excel, Word and Entourage (or equivalent).

**TRAVEL REQUIREMENTS**

If required to transport from job to job, employee will provide own transportation to job site. When personal vehicle is used to transport to job site, VMM will reimburse the employee on the actual mileage of utilization based on the rate set by VMM at that time. Employee will act in a responsible way in the operation of their personal vehicle by complying with state laws in the operation of any motor vehicle including providing personal insurance on their own vehicle. VMM is not responsible for providing personal auto insurance or any loss or expense that may result in the use of the personal vehicle. Employee must use the proper restraints when operating their personal or a company vehicle.

**SUPERVISORY RESPONSIBILITIES**

Not Applicable

**LANGUAGE SKILLS**

Ability to read and interpret documents such as safety rules and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of VMM employees.

**MATHEMATICAL SKILLS**

Proficient in basic business math with the ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar Graphs.

I have read, understand and am able to perform this job description with or without a reasonable accommodation.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_