

ADVERTISING SALES REPRESENTATIVE

Department: Marketing & Communications

Reports to: Director of Communications

Independent Contractor, 100% Commission



Transforming Philadelphia through the power of film.

As the producer of the Philadelphia Film Festival and creative force behind the Philadelphia Film Center, PFS Bourse Theater, and PFS Drive-In at the Navy Yard, the Philadelphia Film Society (PFS) raises awareness of film as an important art form in Philadelphia and serves as a vital piece of the city's arts and culture community.

The Advertising Sales Representative will focus on selling and growing our print, digital, and social advertising solutions, with a heavy concentration on print and growing new digital initiatives. Candidates in this position will be responsible for maintaining and growing existing revenue as well as targeting new business on a monthly basis.

PRIMARY DUTIES AND RESPONSIBILITIES

- Strategically prospect for new clients, conduct needs assessments to determine customer needs, generate ideas and proposals, present recommendations, close the sale and set client expectations
- Analyze clients' advertising business objectives in order to prepare creative solutions by using all appropriate products and services to fit the advertisers' budget and campaign goals
- Own the sales and retention cycle for each campaign working in conjunction with the marketing and operations teams
- Meet with individual clients at appropriate frequencies (weekly, monthly, quarterly, etc.) to review schedules, budgets and create new strategies
- Prepare and develop sales recommendations using our resources by gathering appropriate statistics concerning market share, demographics, market volume, and various platform effectiveness
- Demonstrate a complete understanding of product features and benefits, rates, and packages and explain them in a way to match recommendations to customer needs
- Meet deadlines, create accurate advertising orders, and submit client contracts and complete sales reporting in a timely manner
- Develop prospective leads using a variety of sources, including digital and direct mail, attend local or category business events for networking opportunities and stay up-to-date with industry trends
- Analyze and interpret key sales metrics and develop strategies to reach sales success

SKILLS

- Ability to identify customer needs and effectively match to solutions
- Detail oriented and understand the consultative sales process
- Strong customer relations, sales and effective communication skills
- Ability to prioritize and complete multiple tasks under the pressure of deadlines and through interruptions
- Excellent presentation and customer relationship skills
- Proficiency in MS Office Suite
- Familiarity with Facebook, SEO, SEM, and web advertising is preferred

QUALIFICATIONS

- Minimum of High school diploma/GED or equivalent work experience required, Bachelor's degree preferred
- At least one year of retail, service, or face-to-face sales experience
- Experience in a media-advertising environment preferred

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Philadelphia Film Center | PFS Bourse Theater | Philadelphia Film Festival
1412 Chestnut Street | Philadelphia, PA 19102 | www.filmadelphia.org

- Digital marketing and social media familiarity preferred

The information in this job description indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, or be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications, and objectives required of employees assigned to this job, nor is it to be interpreted as a contract for employment. PFS is an Equal Opportunity Employer. Recruitment, hiring, promotions and other terms, conditions, and privileges of employment shall be maintained in a manner that does not discriminate on the basis of age, race, creed, color, national origin, sex, sexual orientation, gender expression, marital status, physical or mental disability, veteran status, or military status, or in violation of any applicable Federal, state or local legislation.

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