

# Advertising Agency Sales Executive

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## Job Description

### Job Title – Advertising Agency Sales Executive

*Responsible for maintaining database of advertising agency clients and administering sales activities including package creation, planning, pitching, issuing contracts and managing orders.*

The Advertising Agency Sales Executive will report to the Manager, Sales and Marketing, and will be required to establish and maintain relationships with advertising agency executives to develop income opportunities for TTT Limited. The incumbent would have considerable experience working with advertising agencies and developing branded content in partnership with organizations and agencies. The scope of the Advertising Agency Sales Executive will include but not be limited to the following:

#### 1. Strategic Pitches

- Secure new business for TTT through networking and cultivating relationships with advertising agency executives, as well as consistently pitching new ideas, strategies and campaigns.
- Research, create, formulate and pitch Sales and Marketing Strategies for existing clients.
- Organize and chair meetings with advertising agencies Discuss products, services and advertising requirements with clients of advertising agencies.

#### 2. Client Relationship Management

- Ensure effective communication flows between TTT and agency clients by liaising with them continually.
- Generate and negotiate advertising and promotional agreements.
- Monitor the status and effectiveness of advertising campaigns and generate reports for clients.
- Research and resolve client problems and complaints.

#### 3. Planning and Reporting

- Prepare and prioritize sales planning and reporting weekly and monthly results on efforts.
- Project sales income weekly based on planned activities in the coming week

#### **4. Innovation and Product Development**

- Work with Production and News teams to develop television features and native content opportunities for clients.
- Perform any other related duties.

#### Required Qualifications and Experience

The Advertising Agency Sales Executive will have the following qualifications and experience:

- Bachelor's Degree in Marketing, Communications, Business Management or other related combination.
- 3 years experience working with advertising agencies, specifically in Media departments
- 3 years experience working with Media houses, specifically in Sales or Traffic Departments
- 3 years experience working in digital marketing environments