

# Job Description

22 May 25



## Sales Executive – Direct & Independents

Reports to: National Direct Sales Manager

Direct reports to this position: Sales Coordinators

Created by: National Direct Sales Manager

### SBS Values, Vision and Purpose

*The **Sales Executive** is responsible for undertaking their work in a way that reflects SBS's Charter, Vision and Values and complies with relevant SBS policies, procedures and practices. At SBS, we expect you to be audience obsessed, be bold and brave, embrace difference, participate fully and ensure that we look out for one another. We are all working together to fulfil SBS's purpose and create a more cohesive society.*

### Division Purpose – SBS Media

**Our Vision:** *We are the most loved and trusted media team, inspired by diversity to create extraordinary experiences.*

**Our Purpose:** *Giving a voice to brands in our diverse world.*

### Role Purpose

*The Sales Executive role is to generate cross-platform advertising revenue for Digital & TV (and Radio in some markets) as part of SBS's agency sales team to maximise SBS's revenue opportunities across the suite of Direct clients and Independent Media Agency's.*



## Main Responsibilities

### **Main tasks of the role**

- To consistently achieve and exceed revenue and market share targets within the allocated portfolio of clients
- Create and maintain a robust revenue pipeline and build strong relationships with TV & digital (and Radio as applicable) contacts within agency patch
- Provide accurate and timely forecasts of achievement to budgets and goals.
- Maintain and grow client portfolio within Agencies and Direct businesses.
- Pro-actively maximise revenue opportunities through cross-platform sponsorships and digital opportunities, identifying clients marketing challenges and working with internal resources to provide effective solutions.
- Build and maintain strong relationships with both internal and external clients.
- Continually develop knowledge and expertise of SBS's products, including marketing expertise, business knowledge, digital products, researching tools and techniques, and the competitive environment.
- Communicate management information through completion of required reporting accurately and in a timely manner.
- Manage and develop Sales Coordinator(s), understanding that all tasks performed are ultimately the Sales Executive's responsibility.
- To negotiate to achieve the optimum balance between share, revenue and yield
- Execute all duties in accordance with direction and deadlines communicated by management.
- Entertain clients both during and flexibly outside of standard work hours.
- Consistently work towards the achievement of "Premium Customer Service".
- Cohesively work with the Brand partnerships, Digital team and fellow sales team members to develop effective and creative responses to brief, in a timely manner.
- Respond to proposals, media schedules and production briefs within tight deadlines, owning and taking responsibility of your patch.
- Achieve minimum face to face meetings and presentations to current and potential advertising clients in accordance with set KPI's.
- Build digital proposals, create online insertion orders, check campaign performance, send campaign reports, look up inventory and create digital presentations
- Champion digital sales products in market forge relationships with digital and programmatic teams
- Account managing campaigns and consulting with ad operations teams to ensure optimization and campaign delivery

### **Minimum requirements of the role**

- Excellent communication skills and the ability to adopt and using a range of styles, tools and techniques appropriate to customers both internally and externally.
- Strong negotiation skills and able to ensure value is maximised for both clients and the business.
- Superior Presentation Skills an able to deliver attractive, accurate and customer focused communication.

### **SBS**

- As an SBS Team Member demonstrate a positive and enthusiastic understanding of SBS's Purpose and Values and a commitment to a safe, secure and diverse workplace.
- Demonstrate an understanding and alignment with SBS's values and including an ability to contribute to a positive culture through:
  - Being a positive representative or advocate for SBS;
  - Constructive and appropriate interaction with others;



- Adopting a can do/will do approach; and
- Displaying a commitment to the team including WH&S, inclusion and team-work goals.

#### Sales

- Minimum 2-3 years' experience and proven ability in providing effective sales and marketing solutions including preparation of sales presentations and pitches in media agency/direct market
- Have established relationships within the media agencies.
- Passionate about and proactive in generating new business and developing client relationships.

#### Customer Service

- Well-developed written and verbal communication skills, strong interpersonal skills, with a polite yet confident demeanour.
- Well-developed customer service skills, with the ability to uphold these in a demanding deadline driven environment.

#### Organisational Skills

- Demonstrated ability to balance competing priorities to meet set targets/outcomes.
- Proficiency in using Microsoft Office Suite to prepare general correspondence, sales presentations, reports and spreadsheets.

#### ***Key relationships with other roles and external stakeholders***

- Clients and Agencies
- Internal Staff