Fastline Media Group

Job Description

Job Title: Sales and Marketing Representative
Department: Sales
Reports To: Regional Vice President of Sales
FLSA Status: Exempt
Prepared By: V.P. Sales
Prepared Date: March 29, 2007

Essential Duties and Responsibilities include the following. Other duties may be assigned.

Compiles lists of prospective customers for use as sales leads, based on information from newspapers, business directories, industry ads, trade shows, Internet sites, and other sources.

Travels throughout assigned territory to call on previous, existing and prospective customers to solicit advertising orders. Talk with customers on sales floor or by phone to help them promote their business through advertising in print and digital.

Displays or demonstrates product and new ideas, using sample ads or other publications, and emphasizes salable features.

Become proficient in photography and ad layout. Become proficient with Fastline.com and F.R.E.D. (Fastline’s real-time equipment database system). Be able to maneuver and demonstrate functions of our site including setting up F.R.E.D. accounts, adding and removing equipment.

Quotes prices and credit terms and prepares insertions for orders obtained. May assist in collecting money due from accounts as needed.

Provides print schedule to customer based on knowledge from own firm’s production and delivery schedules. Solicit testimonial letters from satisfied readers and advertisers.

Prepares CRM reports of business transactions and keeps expense accounts. Prepare any additional reports deemed necessary by sales manager.

Works with sales support and all departments to keep account activities up to date. Submits all completed ads according to production schedules prior to LAD.

Develops and maintains relationships with purchasing contacts. Investigates and resolves customer problems.

Attends all required company training sessions and sales meetings.

Attends trade shows.

Supervisory Responsibilities
This job has no supervisory responsibilities.

Education and/or Experience
Bachelor’s degree (B.A.) from four-year college or university; or one to two years’ related experience and/or training; or equivalent combination of education and experience.
**Language Skills**
Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports and business correspondence. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

**Certificates, Licenses, Registrations**
Valid State Drivers License
Must be able to be Insured

**Physical Demands**
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands; to finger, handle, or feel; reach with hands and arms; talk; hear. The employee frequently is required to stand; walk; sit; climb or balance; and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

JM/jdk