



## Outside Sales Representative

### Company Summary

The *Syracuse New Times and Family Times* offers provocative, credible journalism, progressive thinking and edgy news coverage. Our audience is devoted to our publication, the third-oldest alternative weekly in the country, and read us cover-to-cover. With a growing full-time staff and several dozen freelance contributors, *The New Times* produces 52 issues and more than 25 special sections per year. Active in the local community, *The New Times* sponsors or contributes to more than 100 charities and civic groups. The Syracuse New Times has deep roots in the Arts, Entertainment, Dining, and Community Events market, covering a 5 county geography in Central New York. We help an educated, affluent readership to discover options for their disposable time and income. We operate by our Vision-Mission-Values statement at all times.

### Summary of Essential Job Functions

**Display Ad Sales** – calling on potential advertisers to secure sales in the display ad sections of the Syracuse New Times and Family Times publications and other special sections, communicate with and maintain existing relationships with current advertisers, follow up in a timely fashion on sales leads, develop new leads and cold call potential new customers, assist the Accounts Receivable Dept. with collections of outstanding payables, participate in marketing efforts using Social Media/Web site resources

**Ad Order Entry** – work with the Creative Services department to develop effective ads for customers, create spec ads as needed, and insure quality and timeliness of advertising development and placement

**Promotions** – represent the company at certain events in the community (including after working hours)

### Minimum Education Requirements

BS Degree in Marketing (or equivalent) preferred, Associates Degree required

### Abilities required

Good social skills, works easily with people both in person and on the phone

Works well on a team

Ability to use our Pre1 web based software to manage an account base

Good time and territory management skills

Computer/Internet/Social Media skills

Self-motivated, works well under pressure

Drivers License and clean driving record

**Disclaimer** - The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.