



Allied Press Limited

Vision: *Allied Press will continuously enhance its position as a quality Media Group.*

Motto: *“Optima Durant” – Quality Endures*

POSITION DESCRIPTION	
Job Title	Advertising Sales Consultant
Tenure / Hours	Full time or Part-time
Responsible to	Commercial Manager
Responsible for	N/A
Delegations	As per Allied Press Ltd Financial and HR delegations policy.
Position purpose	<p>The main function of this position is the effective promotion and sale of advertising to new and existing clients for Allied Press group of companies, primarily for print and digital, plus other appropriate media channels as required from time to time.</p> <p>Working closely with other members of the Allied Press sales team to deliver a high quality and creative solutions, in a responsive manner in order to maximise advertising revenue for the Company.</p>
Date reviewed:	January 2025

THE ROLE OF ALLIED PRESS LTD

Allied Press has diverse interests in daily and community newspapers, websites, rental properties and commercial print operations. The Head Office is in Dunedin and has newspapers in Canterbury, Marlborough, Otago and Southland and printing operations in Dunedin, and Greymouth. The company is dedicated to providing comprehensive news and advertising coverage and supporting a wide range of community projects and services.

FUNCTIONAL RELATIONSHIPS

It is a key responsibility that relationships must be developed and maintained in such a way as to bring about a positive and respectful response from those the team member liaises with.

External to Allied Press Ltd	Internal to Allied Press Ltd
<ul style="list-style-type: none"> ▪ Clients 	<ul style="list-style-type: none"> ▪ Production Department
<ul style="list-style-type: none"> ▪ Nominated Client agencies as appropriate 	<ul style="list-style-type: none"> ▪ Media Sales/Sales Support Consultants
	<ul style="list-style-type: none"> ▪ Regional Offices
	<ul style="list-style-type: none"> ▪ Commercial Manager
	<ul style="list-style-type: none"> ▪ Payroll/HR, Administration
	<ul style="list-style-type: none"> ▪ Other Allied Press Departments and Business Units

KEY RESULT AREAS

The position of Advertising Sales Consultant encompasses the following major functions or key result areas:

- Effective promotion and sales of advertising for Allied Press.
- Ensuring the highest possible level of Customer/Client Service.
- Maintaining and growing current client portfolios as well as developing new business opportunities.

The requirements in the above Key Result Areas are broadly identified below:

YOU ARE ACCOUNTABLE FOR	YOU ARE SUCCESSFUL WHEN
Sales	
Canvassing for, accepting, pricing and selling of advertising.	<ul style="list-style-type: none"> ▪ You meet the monthly sales targets as set by the Commercial Manager.
Recognising opportunities to ensure growth of sales for advertising to clients.	<ul style="list-style-type: none"> ▪ You demonstrate and apply innovation in sales techniques. ▪ You successfully secure new clients and/or new business from existing clients. ▪ You demonstrate creative ideas for client campaigns
Meeting high payoff activities as discussed with the Commercial Manager.	<ul style="list-style-type: none"> ▪ High Payoff Activities are successfully achieved as identified during performance review process.
Liaising with Allied Press clients and assisting with their advertising requirements.	<ul style="list-style-type: none"> ▪ Positive, ongoing professional relationships are developed and maintained with clients. ▪ Clients report that their needs are met and/or exceeded and that they are happy with the service provided.
Completing sales/team reports as required.	<ul style="list-style-type: none"> ▪ Sales reports are completed and submitted on time and to the correct level of detail.
Liaison with other staff and departments to ensure goals and objectives are met.	<ul style="list-style-type: none"> ▪ Goals and objectives are met.
Sales administration	
Ensuring the processing and booking of advertising space copy is delegated to and completed by support staff.	<ul style="list-style-type: none"> ▪ Bookings are completed and copy supplied in accordance with Allied Press submission guidelines and requirements. ▪ You review the work as required before finalised.
Reporting of daily activities and client interactions.	<ul style="list-style-type: none"> ▪ Sales calls sheets and CRM accurately capture all client visits and calls with the required level of detail. ▪ Accounts are finalised and credits signed off in accordance with departmental requirements.
Customer/Client Service	
Acting as an ambassador for our business, you provide both our internal and external customers with exceptional service at all times.	<ul style="list-style-type: none"> ▪ You are regarded as approachable, helpful and friendly. ▪ Customers recognise they have received the level of support and service they seek. ▪ You take the initiative to improve work practices to get the best possible outcome. ▪ Problems and complaints are acknowledged, solutions identified and promptly acted upon.

Teamwork	
Working together as part of a team to meet the requirements of your role.	<ul style="list-style-type: none"> ▪ You are willing to share your knowledge, experience and ideas for the benefit of the team and wider business. ▪ Your communication with others is open, honest and considerate. ▪ You demonstrate initiative and commitment to team objectives, actively participating in group activities. ▪ You are open and receptive to change.
Professional Development – self	
Identifying areas for personal and professional development.	<ul style="list-style-type: none"> ▪ Your training and development needs are discussed with your manager on an annual basis as part of your annual performance and development review. ▪ You take personal responsibility for gaining and applying new skills.
Health, Safety and Wellbeing	
Taking all practicable steps to ensure personal safety and the safety of others while at work, in accordance with companies Health and Safety policies, procedures and systems.	<ul style="list-style-type: none"> ▪ You understand and consistently meet your obligations under Allied Press Ltd.'s Health, Safety and Wellbeing policies and procedures. ▪ You actively encourage and challenge your peers to work in a safe manner.
Other Duties	
From time to time you may be required to undertake duties in addition to those outlined but which fall within your capabilities and experience.	<ul style="list-style-type: none"> ▪ You respond positively to requests for assistance in own and other areas, demonstrating adaptability and willingness.
Looking for opportunities to improve systems, processes and work practices – both within your own areas of responsibility and the organisation as a whole.	<ul style="list-style-type: none"> ▪ You suggest new ideas and make refinements to systems, processes and work practices within your own role, and make suggestions for improvement to the organisation as a whole.

NOTE: The above performance standards are provided as a guide only. The precise performance measures for this position will need further discussion between you and your manager as part of the performance development process.

PERSON SPECIFICATION

This section is designed to capture the expertise required for the role at the 100% fully effective level. (This does not necessarily reflect what the current job holder has). This may be a combination of knowledge / experience, qualifications or equivalent level of learning through experience or key skills, attributes or job specific competencies.

	Essential	Desirable
Education and Qualifications	<ul style="list-style-type: none"> ▪ NCEA to Level 3 or equivalent. ▪ Full NZ Drivers Licence (restricted drivers licence holders will be considered). 	<ul style="list-style-type: none"> ▪ Relevant Tertiary qualification in Sales and Marketing.
Knowledge, Skills and Experience	<ul style="list-style-type: none"> ▪ Proven sales skills. ▪ Excellent oral and written communication skills. ▪ Strong organisational skills. ▪ A high degree of competence in Microsoft Office programmes including Word, Excel and Power point. ▪ A high level of attention to details and work accuracy. ▪ Strong analytical skills. 	<ul style="list-style-type: none"> ▪ Experience working with CRM and/or other on-line sales systems.
Personal Qualities	<ul style="list-style-type: none"> ▪ A strong focus on delivering exceptional customer service. ▪ Forward thinking and change ready – able to think beyond the current brief in order to strengthen the business. ▪ Creative Idea focused ▪ Able to work to tight timelines. ▪ A high level of personal drive, initiative and judgment. ▪ Adaptable and flexible – open to change (positive or negative). ▪ Focused on providing a high level of customer service. ▪ Independent – able to prioritise work effectively – developing one’s own ways of doing things; guiding oneself with little or no supervision and depending on oneself to get work done. ▪ High level of personal Initiative - job requires a willingness to take on responsibilities and challenges. ▪ Dependable, honest and ethical. ▪ Acts with discretion at all times. 	

CHANGES TO POSITION DESCRIPTION

From time to time, it may be necessary to consider changes to the position description in response to the changing nature of our work environment – including technological requirements or statutory changes. This Position Description may be reviewed as part of the preparation for your annual performance review.

Acknowledged / Accepted:

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 Employee

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 Manager

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 Date

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 Date