

**JOB DESCRIPTION:** Advertising Sales Account Manager  
**JOB CODE:** ASAM-01  
**DEPARTMENT:** Sales & Marketing  
**REPORTS TO:** Head of Commercial Solutions  
**TYPE:** Full Time  
**DATE UPDATED:** March 23, 2021

### **JOB SUMMARY** for the Advertising Sales Account Manager

For over 160 years Urner Barry has provided the world's leading protein companies with news and market data. From animal processors to restaurants and retailers, we have an audience of the most influential players in the protein supply chain, which makes our magazines and websites an incredible advertising opportunity for companies looking to reach that audience.

The Advertising Sales Account Manager will be responsible for advertising on [www.seafoodnews.com](http://www.seafoodnews.com), [www.foodmarket.com](http://www.foodmarket.com) and our daily email alerts. This employee is responsible for the whole 'advertising life cycle' of a customer - existing customers and new customers - meaning everything from cold calling through to delivering campaign reports at the end of a contract.

The candidate must be able to accurately and on a timely basis document sales and customer service activities, and process appropriate paperwork. As employee development is essential, responsibilities and job function may expand and evolve proportionate to the employer's needs. We are looking for someone to grow with our business and to help us take advantage of new technologies that will help companies in our sector connect and do business with one another.

### **ESSENTIAL FUNCTIONS** for the Advertising Sales Account Manager

Your job will include:

- Identifying new advertisers and companies promoting their products and services in our industry
- Making first contact and introducing our websites to those companies
- Following our sales process and presenting relevant advertising opportunities to those companies
- Making contact with existing advertisers for repeat business and upsell opportunities
- Managing the advertising process - ensuring adverts are delivered and published on schedule in the correct position
- Providing analytics/success reports to advertisers

We will provide extensive training the food industry as well as sales training and continuous learning on digital media advertising. Combined with your commitment to continuous improvement, we'll generate new ideas that benefit our customers, our employees and the business as a whole.

### **QUALIFICATIONS** for the Advertising Sales Account Manager

- Experience in advertising or digital media is preferred but not essential
- Experience in the food or meat industry is preferred but not essential
- Confident, persistent and inquisitive - you must enjoy talking to people and connecting with other professionals
- Excellent communication skills on the phone - and now on video calls too
- Strong written skills - the ability to clearly communicate on email before, during and after a sale
- Strong organizational skills for managing the advertising inventory. We will train you on the systems and the processes for running advertising across our sites, but you must learn how to use them quickly and effectively - and potentially spot improvements to our workflows
- Command of PC Windows environment, Microsoft Office, and CRM.

### **COMPENSATION**

- Base salary plus commission
- Health, Life, Optical, Dental and Orthodontic Insurance, 401k w/ Match

**SUBMIT RESUME TO:** Human Resources  
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