

DEPARTMENT: Advertising
POSITION: Digital-only Sales Executive
STATUS: Full-time
SALARY SCALE: Annual base salary plus commission
CLOSING DATE: Open until filled

RG Media Company Overview

RG Media Company is a marketing company that focuses on connecting thousands of consumers daily to local businesses. We adapt to a constantly changing world and know that the tasks we complete are vital to our customers.

Who We're Looking For

Someone who wants to learn and have fun doing it. Right now, we're looking for someone who has a willingness to learn, laugh, teach and participate in helping local businesses grow.

We are looking for an excellent salesperson who is willing to work on a base hourly rate with extremely lucrative commission opportunities. You will be offering digital marketing services such as Reputation Marketing, Social Media Marketing, Digital Advertising, and related items to small and mid-sized business owners in Lane County.

You have the potential to earn a six-figure income in this role and we will work with you to provide training, help in lead generation and to close business.

Qualifications and Skills

We love college degrees, but we don't require them. Any satisfactory equivalent combination of experience and skill will be considered.

Some of the things we do require are good interpersonal skill, good phone manner & willingness to pursue leads to bring in sales. You must have previous sales experience and the ability to discuss digital marketing solutions with prospective clients. You should be comfortable with marketing terms and technology.

You'll stand out though, if you have advanced knowledge of social media platforms such as Facebook Business Manager, Instagram, Google My Business, PPC Campaigns & Website Development.

Prior experience in digital marketing sales highly desirable

Benefits and Perks

Competitive Base Salary + Commissions

Full benefits package including 401K
Salary: \$48,000.00 to \$100,000.00 /year

Qualified applicants should submit an application and resume to rgjob.applications@registerguard.com For application and how to apply visit <http://projects.registerguard.com/pages/rg-jobs/>.

All employment offers are contingent on the results of a pre-employment drug screening

DIGITAL-ONLY SALES EXECUTIVE

GENERAL STATEMENT OF DUTIES:

Serves regular accounts; assists in preparation and placements of advertisements; contacts prospective accounts to sell solutions for advertisers' needs; performs related duties as assigned.

DISTINGUISHING FEATURES OF WORK:

Under the general direction of the Advertising Manager, services regular accounts; sells all digital solutions. Prospects for new business, conducts "needs assessment" interviews with current and prospective advertisers; uses market research in sales presentations; develops effective ad layouts, recommends advertising campaigns; explains advertising rates; prepares preliminary ad layouts and copy; plans, creates, and initiates new advertising programs; conducts product research; handles complaints and resolves problems.

PHYSICAL REQUIREMENTS:

Ability to work under deadline pressure; to communicate orally and in writing; to maneuver in and out of vehicle during work shift; to drive a motor vehicle in a safe manner. Requires manual dexterity to operate computer keyboards.

RECRUITING REQUIREMENTS:

Knowledge of:

- social media platforms such as Facebook Business Manager, Instagram, Google My Business, PPC Campaigns & Website Development :
- retail business and business-to-business marketing practices and procedures;
- retail business and business-to-business organization and concepts;
- competing media.

Skill in:

- the use of a keyboard, personal computer and digital devices;
- communicating with the public.

Ability to:

- develop harmonious and effective working relationships with business personnel;
- exercise independent judgment and initiative;
- use market research in sales and presentations;
- create ideas and concepts;
- type efficiently and accurately;
- develop and organize work schedules;
- drive a motor vehicle in a safe manner.

EXPERIENCE AND TRAINING:

You must have previous sales experience and the ability to discuss digital marketing solutions with prospective clients. You should be comfortable with marketing terms and technology; graduation from a senior high school, preferably supplemented by college course work in journalism, business administration, advertising, or related field; any satisfactory equivalent combination of experience and training.

SPECIAL REQUIREMENTS:

Possession of a reliable, insured motor vehicle available at work during working hours, valid Oregon driver's license, and a good driving record.