

DEPARTMENT: Advertising

POSITION: Multimedia Sales Executive

STATUS: Full-time

SALARY SCALE: Annual base salary plus commission

CLOSING DATE: Open until filled

Are You Ready to Grow Wth Us?

RG Media, a GateHouse Media Publication located in Eugene, OR is looking for a Multimedia Sales Executive to leverage our extensive portfolio of services and audience insights to create and recommend personalized multimedia marketing campaigns for our business customers, connecting them to prime prospects and maximizing their ROI. Experience preferred but come in motivated with a winning attitude and our training and development team will support you and pave the way for success!

Key Responsibilities:

- Work as a partner to help clients reach their goals, owning entire sales process from start to finish
- Develop and demonstrate knowledge of GateHouse Media sales and marketing portfolio, including newspaper products, digital marketing services and non-traditional offerings (events, promotions, etc.)
- Effectively create and recommend products and services that meet the customer's needs, using data and portfolio knowledge to support recommendation
- Provide top-notch customer service, maintaining the highest levels of personal and professional behavior in the market and in the workplace
- Consistently meet and exceed print and digital revenue targets
- Regular communication with management and completion of all require sales process activities
- Providing accurate revenue forecasts and market intelligence that may impact revenue (+/-)
- Embrace new products or programs as the company continues to diversify and test new revenue streams

Knowledge, Skills, Abilities:

- Knowledge of competitive media landscape; use for new business development and sales analysis
- Ability to prospect new business via cold calling and other prospecting techniques including social media where applicable
- Highly motivated, self-starting individual with initiative and drive to succeed
- Successful track record of pushing past rejection and achieving results
- Strong verbal and written communication skills with the ability to build and deliver effective presentations
- Strong networking and community involvement skills
- Eagerness to learn, continually seeking to improve sales skills

Knowledge, Skills, Abilities continued:

- Strong time management and follow up skills
- Organized with an attention for detail
- Computer and software experience with MS Office programs including Excel, PowerPoint, and Word
- Must possess a valid state driver's license and reliable transportation

Education & Experience:

- Bachelor's Degree in Sales, Marketing or Business preferred; or equivalent work experience in media related business
- Minimum of one year sales experience, preferably in outside sales
- Prior experience in digital marketing sales highly desirable

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.