



What Local Means

Director of Advertising & Marketing | Job Description

Job Title:	Director of Advertising & Marketing (B2B)
Department:	Advertising
Reports To:	President & COO
FLSA Status:	Exempt
Effective:	January 1, 2023

SUMMARY: The primary role of the Director of Advertising & Marketing includes sales planning and department management including maximizing key revenue opportunities and initiatives; ability to develop and execute sales plans to achieve print, digital, event and specialty sales objectives, and includes the ability to analyze market conditions and competitive opportunities and implement creative and effective sales strategies; coaching, training and staff development toward maximizing potential; community involvement; execution of key strategic partnerships and alliances; collaborations with management colleagues; building strong client relationships; and revenue and expense management.

The Director of Advertising & Marketing will additionally include the development and implementation of effective B2B marketing and positioning strategies including effective use of marketing automation and inbound marketing toward qualified sales lead development.

The ideal candidate will be an inspired leader focused on the transition of our company to a true multimedia orientation; knowledgeable about solution-based sales models; digital technologies and their application to marketing solutions; creative about local advertising and marketing solutions; an outstanding communicator; and excited about the opportunity to be part of a dynamic and innovative organization with opportunities for long-term career development.

ESSENTIAL DUTIES AND RESPONSIBILITIES: include the following. Other duties may be assigned.

- Develops and implements strategic multimedia sales plans to deliver revenue goals.
- Directs staffing to deliver high performing sales results and maximized team performance.
- Setting challenging while actionable monthly sales goals in alignment with operating budget.
- Directs sales forecasting activities.
- Reviews market conditions to determine customer needs, and profitable pricing strategy.
- Ensures systematic prospecting strategy for all team members that includes identifying and executing acquisition of accounts from competitive media.
- Responsible for team members to deliver new account activity and business development.
- Execute in-field training programs to include individualized development. Must accompany Account Executives with the top tier of local accounts calls.
- Develops expansion strategies for top 20% revenue accounts and accompanies advertising representatives on sales calls.
- Responsible for effective B2B branding, marketing and positioning programs.
- Responsible for executing effective inbound marketing program toward qualified sales lead development.

- Responsible for staff development and mentoring, ensuring that all team members successfully complete multimedia sales training and training for any areas where development objectives are identified. Must coordinate additional training for those not achieving goals.
- Represents Company at trade show associations, Chamber of Commerce, and Ad agency meetings as needed.
- Partners with other departments to maximize operational efficiencies and revenue generation.
- Analyses and controls expenditures of the department to conform to budgetary requirements.
- Prepares regular sales reports showing sales performance and other key metrics.
- Monitors and evaluates activities and products of competitors. Maintains involvement in industry associations to facilitate learning's to enhance team performance.
- Demonstrates leadership behavior, creating a positive, motivating, and productive team environment, including performing in an ambassador and problem-solving role.
- Conducts weekly one-on-one meetings with direct reports to review performance, sales pipeline and account and territory planning.
- Weekly sales meetings with staff to include sales strategy, company and industry updates, key initiative overviews, revenue performance updates, training, and recognition of top performers.

QUALIFICATIONS To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge, skill, and/or ability required.

EDUCATION and EXPERIENCE

Bachelor's Degree in Sales, Marketing or Business preferred with a minimum of 5 years media sales management experience.

COMPENSATION OUTLINE:

- Salary
- Monthly bonus based on budget achievement
- Quarterly/annual bonus based on established MBO criteria

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this job. This is not an exhaustive list of all duties and responsibilities. The Keene Publishing Corporation management reserves the right to amend and/or change compensation plans and assigned responsibilities to meet business and organizational needs as necessary.