



JOB DESCRIPTION

Job Title: Advertising & Group Sales Associate
Department: Marketing Department
Reports To: Director of Marketing & Public Relations
FLSA Status: Exempt, Full-time

Summary:

Under the general direction of the Director of Marketing & PR, the **Advertising and Group Sales Associate** is directly responsible for soliciting program advertising, business partners, and group sales through inside and outside sales.

Essential Duties and Responsibilities include, but are not limited to, the following:

- Group Sales
 - Develop and implement strategies to cultivate and solicit group sales, including but not limited to groups targeted for specific productions due to thematic connections
 - Work with the Director of Marketing & PR to create group sales goals, pricing, and policies
 - Work with Director of Marketing & PR and Creative Director to create promotional sales collateral
 - Report on group sales related to goals
 - Work with Sales Fulfillment Manager to ensure that all invoices are sent and payments received
 - Process payments, when necessary
- Program Ad Sales
 - Develop and implement inside and outside sales strategies to acquire and renew program advertising partners (both cash and trade). Manage entire process from lead generation, solicitation, contract negotiation, and material collection
 - Work with Director of Marketing & PR and Creative Director to create promotional sales collateral
 - Provide proof of advertising to partners
 - Coordinate with creative director on ad creation and placement; track all ads, whether arranged by the employee or a colleague
 - Process payments
 - Report on advertising sales
- Business Partners
 - Work with the development department to identify potential corporate partners and sponsors
 - Identify and solicit restaurant and retail partners through completing the contract and material collection (program ads, etc.)
 - Fulfill business partner benefits
- Collateral Distribution
 - Distribute posters and postcards to local businesses and organizations throughout the season



- Assist marketing department with other marketing and promotional projects as needed

Supervisory Responsibilities:

The Sales Associate does not supervise any staff or volunteers

Salary Range:

Base salary plus commission. Commensurate with experience; competitive benefits package including health insurance, dental insurance, voluntary supplemental benefits, 401(k), vacation, sick time, personal time and paid holidays as outlined in the company's employee manual.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience:

Education and/or experience in sales required. Experience delivering excellent customer service required.

Language Skills:

Ability to interact with customers in person, in writing, or on the telephone. Ability to communicate information about sales, and customer interactions to managers and co-workers.

Mathematical Skills:

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, and percentages. Ability to apply concepts of basic algebra.

Reasoning Ability:

Ability to define problems, collect data, establish facts and draw valid conclusions.

Computer Skills:

Moderate computer skills required, including ability to use email to communicate with customers and colleagues, track sales in Excel, process ticket orders in a ticketing database.

Other Qualifications:

Ability to work in a fast-paced environment with shifting priorities. Must have a positive, results-oriented approach and willingness to work as part of a team. Background in theater is preferred

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential



functions.

- Must be able to sit or stand in a stationary position for up to 90 percent of the time
- Must be able to regularly move about inside office spaces to access file cabinets, office machinery, etc.
- Must have the physical ability to regularly operate a computer and other office productivity machinery (i.e. a calculator, copy machine, computer printer)
- Must be able to exchange information, discuss, express oneself and communicate in a professional manner.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Some night/weekend work required to interact with groups or represent Trinity Rep at local events
- Employee will be expected to travel regularly around Providence and the surrounding area to develop relationships with sales leads and clients
- This position does not require travel outside the region