

Advertising Sales & Support Executive

Position Overview

Do you want to join a small, talented team making things happen? Alaska Channel is looking for a high-energy sales and support executive. This is a rare professional growth opportunity in the Alaska market, working for a successful, growing media company. You will learn the systems behind winning products and also help shape them.

You will be responsible for identifying new customers and selling advertising to them at the Anchorage Airport, on People Mover buses, and in online products. Your strong research, organizational, and communication skills will enable you to:

- Compile a large list of prospects from multiple sources;
- Contact them by phone, get to the right person, and qualify their interest;
- Understand their needs, tailor solutions, and write compelling proposals.

The sales prospecting part of this position is 70% telephone sales. The perfect candidate enjoys talking on the telephone and has the ability to ask for commitments and close sales.

You will also provide sales administrative support:

- Maintain ad inventory spreadsheets;
- Coordinate the printing and installation of ad displays;
- Write draft proposals and sales contracts for others in the company;
- Proactively support advertisers during and after their campaign.

Finally, you will have opportunities to serve as the face of Alaska Channel, representing the company's products in meetings, presentations, and public forums.

Skills Needed For Success

- **Communication Skills**—both verbal and written: You will need to speak to customers, answer their questions, and write responsive proposals.
- **Customer Service Skills**: You will need to be able speak in a friendly way to customers and potential customers, listening to their needs and helping communicate options for them.
- **Digital Skills**: You must be adept in using the Microsoft Office Suite and other online collaboration and project management tools.
- **Time Management Skills**: In a small company, you will wear many hats. You will play a key role in helping the company grow by handling tasks small and large. You will also need watertight follow-up systems.
- **Entrepreneurial Mindset and Desire To Learn**: You are the type person who recognizes gaps in your skill sets, are not afraid to discuss them, and takes the initiative to pursue online and offline training opportunities.
- **Persistence**: Not every customer is going to be a sale. Being able to bounce back if you lose a sale will be key. Being aggressive and able to close the sale is also key.

High School Diploma / GED (required)

College degree (preferred)