



Eastern Band of Cherokee Indians

Job Description

Position ID Number:	013-4200-003	Last Revised:	12/06/2013
Position Title:	Advertising Sales Coordinator	Department:	One Feather
Reports to:	One Feather Editor	Division:	Commerce

Primary Function:

Sell or solicit display advertising space for The One Feather, including both the printed and website editions in order to generate sufficient revenue for the publication to be financially self-sustaining.

Job Duties and Responsibilities:

- Planning, organizing, determining program needs, maintaining necessary liaisons and contact, maintaining records and files.
- Develop promotional plans working with the staff
- Prepare promotional plans, sales literature, media kits and sales contacts.
- Represent the Eastern Band of Cherokee Indians to outside agencies when requested and develop a network of resources and contacts
- Maintain a computer based contact file of all customers and prospects.
- Identify new advertising markets and make sales proposals to them.
- Assist in the creation of display ads in conjunction with the One Feather Staff.
- Attend sales meetings, industry trade shows, and training seminars in order to increase sales knowledge.
- Gather all relevant materials for sales processes and coordinate bidding and contract approval.
- Maintain assigned account bases while developing new accounts
- Process all correspondence and paperwork related to the accounts.
- Deliver advertising proofs to customers for approval.
- Draw up contract potential clients in order to offer advertising services
- Locate and contract potential clients in order to offer advertising services
- Provide clients with estimates of the cost of advertising products and services.
- Inform customers of available options for advertisement artwork, and provide samples.
- Obtain and study information about clients products, needs, problems, advertising history and business practices in order to offer effective sales presentations and appropriate product assistance
- Build and maintain cooperative relationships with the business community, regional tourism offices, and NC State tourism officials and represent the Tribe when required
- Adhere to regulatory, departmental, and Tribal policies in an ethical manner.
- Contribute to the improvement of the Tribe and its marketing objectives.
- Participate in the short and long term planning process for the department.
- Attends appropriated staff meetings in order to provide pertinent information within the division.
- Performs other duties and requested

**Education
/Experience:**

Must have an Associate's Degree in Business Administration or equivalent combination of education, and/or direct sales experience is required. Demonstrated experience in marketing including layouts, cost estimates, contract negotiation and direct sales/customer service preferred. Knowledge of principles and methods for selling products or service is necessary. This includes marketing strategy and tactics, demonstration, sale techniques and sales control systems.

Job Knowledge:

Must have a thorough knowledge of the policies, procedures, goals and objectives of the Travel & Promotion Department. Thorough knowledge of philosophy and objectives of special events marketing and management is essential. Requires the ability to develop and implement a marketing strategy. Thorough knowledge of public relations and media techniques, ability to meet and deal tactfully with the public; ability to establish and maintain effective working relationships with associates and the general public. Must have basic clerical, administrative and organizational skills. Requires computer skills and knowledge of specified program applications. Must have good communication skills, both written and verbal. Must have a thorough knowledge of the region, Cherokee attractions, events and accommodations. Must know local and regional geography, and must have good knowledge of Cherokee culture and history. Must be able to establish and maintain effective working relationships with the local business community, regional travel/tourism representatives and professionals in the industry. Must have the ability to represent the department and the Tribe in a positive manner. Must be skilled in negotiation and problem solving. Must have a valid North Carolina driver's license. Must present a professional appearance at all times.

**Complexity of
Duties:**

Demonstrated experience in marketing including layouts, cost estimates, and contract negotiation. Deals with assignments, which are complex and varied, ranging from routine operational to planning, analysis of circumstances and problem solving which require original and independent thinking, use of judgment and initiative. Must respond appropriately to impromptu questions, as an official spokesperson for the Tribe.

**Responsibility for
Accuracy**

Must conform to guidelines established through Cherokee Travel & Tourism and the Eastern Band of Cherokee Indians for most of the job duties. The Advertising Sales Coordinator serves as the liaison between the advertising client and the publication. In many cases errors and or omissions could be costly or have negative effects for advertisers and the business performance of The One Feather. Inadequate or poor guidance would result in bad publicity for the Tribe and have a far reaching impact on the business community. Most actions pass through review and approval procedures prior to final publication or dissemination, which should detect most errors.

**Contact with
Others:**

Have daily contacts with visitors to Cherokee from the general public, Destination Marketing Manager, staff, other Tribal entities, business owners/operators, and Tribal officials. Other contacts are with businesses at the state and national levels. All contacts are for the purpose of exchanging or providing information and to represent the Eastern Band of Cherokee Indians, and all contacts require tact, courtesy and professional decorum. Often serves as the first impression of the Tribe and the area.

Confidential Data:

Has access to marketing and sales information and local travel revenues that are considered confidential. May also have access to Program budgets, which are also considered confidential, when assisting other staff in budget formulation. Damage to program reputation and ill will could result from unauthorized disclosure of information. Must adhere to Tribal confidentiality policies and procedures.

**Mental /Visual
/Physical Effort:**

The degree of concentration ranges from slight to intense based on the work being performed. Position is subject to frequent interruptions, which require varied response. While performing duties of this job incumbent is required to stand, walk, reach with hands and arms, speak and hear. Requires visual acuity, manual dexterity and good eye/hand/foot coordination.

Environment:

Work is performed in an office environment with business travel and exposure to traffic and crowds. Regional travel by car will be required on an ongoing basis.

**Extent of
Supervision:**

Supervised by the One Feather Editor and is under the general supervision of the Community and public Relations Supervisor.

**Scope of
Supervision:**

None