

Sales Coordinator - Publications

Position Description

The Sales Coordinator will perform a continual and effective delivery of customer service to meet clients' needs relating to advertising and promotion across multiple publications including OUTinPerth, Q Pages and possible future projects. This position involves general office administration, sales coordination and communication management.

The role requires strong communication skills (both written and verbal), an attention to detail, computer & typing skills and the ability to meet multiple deadlines whilst managing your own work processes. It is expected that the Sales Administrator also demonstrates a sound knowledge of spelling and grammar.

The scope of this role includes support for the day to day operations of the Publications Manager (Editor) and Business Development Manager.

Title	Sales Coordinator
Reports Directly to	Publications Manager
Responsibility to	Anglestan Management Team
Works alongside	Publications' sales staff (Business Development Manager) and journalists as well as design staff, web design/production staff.
Subordinates	None

Key Result Areas

- Responsible for the sales coordination across publications and their related products. This includes the management of clients' enquiries via telephone, email and other various written communication mediums.
- Organisation of incoming information on potential clients and sales opportunities.
- Following office administration processes relating to client bookings, artwork development, maintaining sales records, invoice preparation, and preparing products for distribution.
- Demonstrates product knowledge related across all publications.
- Complete understanding of pricing and proposal models.

Client Service 30%

- Ensures that client's needs are met in an effective and timely manner.
- Delivers outstanding customer service to clients, ensuring regular communication and a successful ongoing business relationship is maintained.
- Assist in the maintenance of relationships with key organisations.
- Identifies opportunities for new business or additional sales to existing clients and communicate recommendations to the Business Development Manager.
- Assists in the implementation of company marketing plans as needed.
- Organisation of incoming information on potential clients and sales opportunities.
- Accurately log client communications in the relevant company databases and CRM.

Office Administration 55%

- Prepare and enter quotes, sales orders and completed sales, ensuring that information is captured accurately and efficiently.
- Maintenance of advertising content on publications layout boards.
- Coordinate incoming artwork from clients developed by external agencies.
- Coordinate the development and approval of artwork for clients developed internally.
- Traffic management of enquiries via email, telephone and other sources.
- Contacting potential new clients and arranging appointments for Business Development Manager.
- Maintain company databases and CRM.
- Uploading advertising and editorial content to websites.

- Management of giveaways offered through publications.
- Coordination of the distribution of publications including deliveries, subscriptions and promotional activities.

Partnerships and Relationships 10%

- Maintain excellent relationships with all staff within the company and demonstrate flexibility and resourcefulness to achieve all organisational outcomes
- Adhere to all company policies, procedures and business ethics codes and ensures that they are communicative within the team.

Other 5%

- Perform other duties as directed
- All publications staff are expected to work during key events/occassions including Pridefest and associated events.
- All publications staff are required to assist in the physical delivery of any or all of print publications.

Performance Review

This is a full time position. Upon commencement there is a probationary period of three months. Performance appraisals will be completed one month after commencement and three months after commencement. Following this three month period the position will be made permanent or an additional probationary period may be required.

Performance reviews will then be conducted, at a minimum, annually through a performance review process that may involve consultation with managers, co-workers and clients.