

Agency Sales – Location: Houston

Job Description

We are currently searching for two unique individuals who are interested in learning and growing in the advertising business. If you are a successful candidate you will become a sales professional for The Media Audit working daily with current and potential advertising agency subscribers. This challenging position is a launching pad to learn how to buy, sell, train, and service any local agency partner.

The Media Audit is a multi-media and retail qualitative research tool used by advertising professionals in 100 markets all over the country. Agency planners & buyers use our data and software to help navigate the local and national media landscape and make smart cost effective decisions for their clients. As a part of our agency sales team you will become a pro at using The Media Audit's unique qualitative proprietary software. You will then proactively reach out to advertising agencies in a group of assigned markets and facilitate partnerships, share research and grow our roster of subscribers.

Responsibilities:

- Research and contact local and national advertising agencies.
- Facilitate meetings and demonstrate The Media Audit data and software capabilities as a tool to enhance their client's media campaigns.
- Negotiate then secure new and renewal subscriptions for The Media Audit research.
- Conduct training and support for current and new subscribers.
- Coordinate and execute marketing programs and online events.
- Prepare sales and marketing materials.
- List Creation and Maintenance – Ensure list integrity, build and maintain databases and proper list pull policies are adhered to while pulling data for campaigns.

Requirements:

- Self starter with a positive attitude and drive to succeed and grow.
- Exceptional organizational, oral and written communication skills.
- Minimum 1-3 years of professional experience in marketing, agency and/or sales industry.
- Must possess excellent computer skills including advanced knowledge of Microsoft Suite (Word, Excel, Outlook, Powerpoint).
- Knowledge and comfort with email delivery tools, such as Constant Contact a plus.

About the Company

The Media Audit is a 44 year old Houston based media and marketing research service that helps media and agencies grow their revenues. Known for its quality research The Media Audit surveys 100 markets and serves clients across the media including radio, TV, internet, TV, newspaper, cable, outdoor as well as advertising agencies.

Research provides media, advertisers, and agencies with the most up-to-date consumer intelligence and media audience data. Our clients include radio stations, television stations, cable operations, newspapers, websites, outdoor and advertising companies. Data is used to help media increase their revenue and agencies to make informed planning & buying decisions. Subscribers can conduct analysis using our tools to determine local & national marketing decisions in a constantly fluctuating consumer marketplace.