

Advertising Representative

Job Responsibilities

Ka Leo O Hawai'i Advertising Representatives (ARs) are responsible for generating maximum sales from potential and existing advertisers, prospecting new clients, providing superior customer service to advertisers and achieving weekly and monthly sales goals. The AR works with the production department to create and design effective advertisements to meet the needs of our advertisers. ARs are also responsible for meeting all deadlines and completing other related activities as necessary, including paperwork and attending sales meetings.

ARs are responsible for managing their time effectively and productively, coordinating all advertising materials, maintaining relationships with advertisers and keeping up-to-date records for all business transactions. Each AR is responsible for quoting rates, assuring that credit has been established or payment has been received prior to publication, meeting all deadlines and assuring that each client sees and approves a proof of their ad before it appears in the paper.

ARs are expected to work a minimum of 12 hours per week with at least five regularly scheduled office hours per week. The remaining work hours should be spent planning, preparing for and making sales calls in person at the advertiser's place of business.

ARs must possess excellent communication skills and be able to accurately present marketing information for use in decision-making, write effective sales letters and follow up after sales calls. ARs must be able to perform job responsibilities in a mature, professional manner.

ARs must possess a positive attitude, superb customer service skills and a desire to work in advertising sales.

ARs must have an energetic personality to establish rapport with accounts. ARs must be able to identify false or misleading advertising. Above all else, ARs must be highly motivated and accountable!

Credit requirement: University of Hawai'i at Manoa student enrolled in minimum of 4 graduate-level credits or 6 undergraduate-level credits. **Salary:** Starting pay begins at \$100 base stipend per month, plus up to 10% commission on all individual ad sales, with opportunities for individual and staff bonuses and advancement.



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Serving the students of the University of Hawai'i at Mānoa since 1922



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STAFF APPLICATION
ADVERTISING DEPARTMENT
Advertising Representative

Name: _____ Date: _____
Local Address: _____
City, State, Zip: _____ Local Phone: _____
Permanent Address: _____
City, State, Zip: _____ E-mail: _____
Major: _____ Expected Graduation Date: _____

Have you ever had a commission-based job before? _____ Where? _____

What kind of sales and/or customer service experience have you had? _____

_____ (If you need more room, please attach)

What other interests and activities are you involved with at the University? _____

Are you available at least 12 hours per week? _____

Please list any other skills or experience you have that you feel would enhance your abilities as an advertising representative. _____

The Advertising Representative position requires a weekly schedule of 12 hours. Please indicate *all* of your hours of availability between 9am and 5pm. This will assist us in determining a work schedule that best complements Ka Leo's production and office schedule.

SUMMER 2009

Monday	Tuesday	Wednesday	Thursday	Friday

FALL 2009

Monday	Tuesday	Wednesday	Thursday	Friday