



UNIVERSITY OF
SOUTH FLORIDA

USF Job Class Description

JOB CODE: 4329

JOB TITLE: Advertising Sales Executive

JOB FUNCTION: Communications & Marketing

PAY PLAN: 21

CAREER BAND: E

FLSA: Exempt

Effective Date : 06/01/08

Job Title: Advertising Sales Executive

Job Summary

An Advertising Sales Executive is responsible for the direction and management of display and classified advertising sales for the University of South Florida daily student paper, the Oracle. This position serves as the primary point of contact to potential and existing advertising clientele.

Nature of Work

This position typically reports to a Director, Associate Director or Assistant Director within the USF Student Publications department. This position manages the sale of display advertisements to local, regional and national businesses. The Advertising Sales Executive works directly with student staff to publish the daily university newspaper. The incumbent is responsible for coaching and training the student staff on management, advertising and sales skills. The incumbent is also responsible for establishing and implementing policies and procedures for the sales department. This position meets the FLSA criteria for an administrative exemption due to the primary duty of exercising discretion and independent judgment over matters of significance.

Examples of Duties

The following list provides examples of the most typical duties for positions in this job class. Individual positions may not include all of the examples listed, nor does the list include all of the work that may be assigned to positions in this job class.

- Supervises and trains a student advertising sales staff to generate budgeted revenue for the department.
- Plans and develops strategies to market the Oracle to potential advertisers on a local, regional and national basis.
- Establish and ensure that sales goals are attained and that the newspaper is self supporting.
- Create revenue producing opportunities such as special feature sections within the newspaper.
- Develop and implement policies and procedures for the sales department.

- Develop tracking and training materials for the sales department.
- Actively participate in professional university newspaper organizations.
- Maintain relationships with various media and ad agencies.

Minimum Qualification Requirements

This position requires a Bachelor's degree with 1-3 years of experience directly related to the duties and responsibilities specified; progressively responsible experience directly related to advertising and sales may substitute for the required education on a year for year basis.