



Position Description: Billboard Sales Manager

Title: Billboard Sales Manager	Department: Comstor Outdoor
Reports To: Vice President of Marketing	Supervise: Sales Rep; Graphic Designer; Leasing Agent; Billboard Installer
Date Issued: 9/1/21	Date Modified: N/A
FLSA Status: Exempt	Status: Full-time
Work Location: Main office	Schedule: Monday-Friday, Business Hours
Note if remote/hybrid: Assigned office location	Travel: Regular, statewide and regional (50%)

Our Company

Small Nation develops places, spaces, and dreams for small towns and small-town entrepreneurs across the country. Through our various divisions, we supply the structure, the education, the design, the financing, and the mentoring to develop thriving local businesses. Our Real Estate division buys and renovates historic buildings, recruits tenants, and provides property management services. Our Sales & Marketing division designs comprehensive marketing plans, provides graphic design services, designs websites, and provides promotional opportunities including billboards through Comstor Outdoor. We also provide consulting services and educational opportunities to help other communities do what Small Nation has done for Bellefontaine, Ohio.

About the Position

Position: The Billboard Sales Manager is largely responsible for managing sites and sales of outdoor advertising opportunities in our markets including utilizing existing inventory and identifying new sources. The Sales Manager role has a direct sales budget of \$1m annually and is responsible for establishing sales goals and actively managing in-house and remote sales reps to achieve annual budgets for sales, occupancy, and retention. The Billboard Sales Manager collaborates with the Sales Reps, Graphic Designer, Leasing Agent, and Billboard Installer and is responsible for overseeing the entire sales process from initial contact to close, as well as securing sites and overseeing installation.

Essential Responsibilities

- Being professional at all times is an essential function of this position, especially when dealing with customers or fellow employees whether in person, over the telephone or through email communications. All employees are entitled to a 100% non-hostile environment.
- Meeting with management regularly to discuss current and future projects.
- Managing day to day operations of sales team.
- Managing established budget for designated area; developing annual budget; approving expenditures in compliance with company policies.
- Directly supervise staff with responsibility for hiring, performance management, discipline, coaching and the success of those team members; ensure high levels of productivity are maintained; ensure the highest levels of customer service are met; ensure performance goals are set and met; prepare timely and accurate performance reviews; leverage strengths of the current team members, help to clarify roles and responsibilities and develop and implement training programs in order to maximize and reach optimal individual and organizational goals.
- Contribute to the growth strategy of the company in strategic markets by identifying leads for

sites and for advertising sales; developing sales strategies.

- Soliciting customers through cold calling and face to face sales presentations.
- Establishing and maintain contact with key prospects and accounts.
- Managing all aspects of client accounts ensuring long term business relationships and spearheading client retention efforts.
- Establishing quarterly and annual sales and occupancy goals; ensure team is on track to successfully meet goals; providing regular reports to VP of Marketing.
- Tracking sales activity, preparing record of sales leads, status updates, and closing timelines.
- Assisting Sales Reps in preparing larger advertising proposals and contracts.
- Direct responsibility for market sales budgets.
- Owning all levels of the Sales Team pipeline to include weekly sales meetings, assisting Sales Reps with filling the funnel & closing, removing sales obstacles, and mentoring sales staff; scheduling regular meetings to keep staff accountable.
- Managing the CRM system (currently HubSpot).
- Reviewing and approving all site leases.
- Keep engaged with the broader media advertising community within the market.
- Other duties as assigned.

Supervisory Responsibilities

- Oversees the operations of the billboard team, including Sales Rep, Graphic Designer; Leasing Agent, and Billboard Installer.
- Supervises and manages the staff, assignments, and priorities within the team.
- Oversees the daily workflow of the team.
- Interviews, hires, and trains new staff.
- Provides constructive and timely performance evaluations.
- Handles discipline and termination of employees in accordance with policy.

Decision-Making & Authority

- Review and execute all site contracts relating to billboard locations.
- Negotiate and execute contracts relating to billboard advertising.
- Expenditures up to \$100 and relating to hospitality with potential and current clients.
- Use of company credit card and timely submission of receipts in accordance with policy.
- Create, maintain, and enforce all department policies and procedures.

Required Skills

- Advanced understanding of and proven track record in successful sales techniques.
- Strong closing skills required.
- Self-starter with high energy, positive outlook, and a professional demeanor.
- Outgoing and quick-thinking.
- Attention to detail in all aspects of work, able to prioritize, multi-task, and work well with a team.
- Excellent computer skills required, including Microsoft Word, Excel, etc.
- Understanding of customer service techniques and problem resolution; seek guidance or clarification when needed.
- Ability to listen, collect information, and process appropriately.
- Ability to follow detailed instructions.
- Ability to independently produce high quality work in a distracting work environment which may include regular interruptions from walk-in traffic, phone calls and emails.

- Ability to communicate effectively in writing and verbally using proper grammar and solid comprehension of English language.
- Ability to meet and exceed established deadlines and respond in timely manner to customers.
- Ability to cooperate, collaborate and communicate with co-workers, supervisors, vendors, customers, the public and others involved with our business.
- Maintain professionalism and a consistent and positive customer service image when interacting with vendors, customers and co-workers.
- Understanding of and compliance with company policies and procedures including safety procedures.
- A complete familiarity with company's product line is required and is easily attained within the first 30 days of employment.

Minimum Qualifications

- **Education:** Bachelor's degree in business administration, marketing, or related field; or verified successful advertising or media sales experience
- **Experience:** Minimum 5 years' experience in the advertising or media sales with similar duties; with at least 2 years managing at least 2 staff members
- **Technology:** MS Office including Word, Excel and PowerPoint
- **Equipment:** Computer
- **Licenses/Certifications:** Valid driver's license
- **Other:** Requires reliable personal transportation

Physical Demands and Working Conditions

- Majority of work performed in general office environment; less than 50% of work performed in field at site locations.
- The physical demands include: lifting less than 25%, seeing: reading, color distinction, acuity, depth perception, sitting greater than 50% of the time, walking greater than 50% of the time (including climbing stairs), using the computer greater than 50% of the time, and talking.
- Daily local/regional travel by automobile required (Ohio and Indiana).
- May require evenings and/or weekends.

This position description is not intended to be a complete list of all responsibilities, skills or working conditions associated with this position and is subject to review and change at any time in accordance with the needs of Comstor Outdoor or Small Nation. Reasonable accommodations may be made to enable someone with a qualifying disability to perform the essential functions of the position.

Acknowledgment

I have read and understand the job description for my position. I am able to perform all the essential functions of this position.

I agree to comply with all Comstor Outdoor and Small Nation policies and all laws, rules, regulations and standards of conduct relating to my position. As an employee, I understand my duty to report any suspected violations of the law or the standards to my immediate supervisor.

As an employee, I will strive to uphold the mission and vision of Comstor Outdoor and Small Nation. All employees are required to adhere to the values in all their interactions with customers and fellow employees.

Employee Signature

Print Name

Date

Supervisor's Signature

Print Name

Date

Small Nation and its affiliates are proud to be equal opportunity workplaces that value diversity and inclusion. We are committed to equal employment opportunity regardless of race, age, color, ancestry, national origin, religion, sex (including sexual orientation, gender identity, and transgender status), citizenship, marital status, disability, gender identity or veteran status.