

# Job Description for River Cities' Reader

## SALES & MARKETING INTERNSHIPS

### Goals:

- To assist people interested in sales and marketing by providing the opportunity to get real-world work experience in a professional environment, all while providing a valuable resume builder and college credit when applicable
- To help the River Cities' Reader sales team achieve increased sales by procuring advertising leads and planning and learning the sales process

### Job Description:

- Assists in the day-to-day aspects of cross-selling display advertising space for the River Cities' Reader, mass transit advertising, on-screen cinema advertising, and advertising at the Quad City International Airport for AdMospheres

### Duties:

- Accompanying representatives on face-to-face and phone sales calls
- Obtaining pertinent information regarding prospects' past and current advertising activities
- Mailing, faxing, and emailing advertising information to prospects
- Entering new client data, other sales data and maintaining client records
- Conferring with sales team regarding sales presentations and strategies
- Devising marketing strategies for clients' needs
- Working closely with production team and participating in weekly production of the publication
- Monitoring local and regional advertising media and trends

### Qualifications:

#### Education, Work, & Volunteer Related Experience:

Proper candidates that have course work in business, marketing, advertising, art, and/or related work or volunteer experience are encouraged to apply.

#### Language:

Ability to communicate effectively, in writing and orally, when performing tasks such as writing ad copy, preparing contracts, conducting phone conversations, face to face sales calls, etc., as well as listening and responding appropriately to requests from supervisors and customers.

#### Math:

Ability to calculate figures and amounts in relation to discounts, interest, commissions, percentages, proportions, etc. as well as apply basic concepts of algebra and geometry.

#### Reasoning:

Ability to apply common sense understanding to carry out instructions in written, oral, or diagram form, and deal with problems involving variables.

#### Computer Skills:

Have knowledge of Word Processing software, Spreadsheet software, Email, Internet software, Database software, and Contact Management systems.

#### Attire:

Appropriate business attire must be worn.

### Terms:

- Unpaid - for college credit/work experience/portfolio building
- Minimum three months
- Minimum 15 hours per week
- Flexible hours with both intern's and newspaper's needs



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