

City of Dallas
Classification Specification

Title:	Sales Representative	Class Code:	76203
Application:	Career Series	Pay Grade:	Miscellaneous
Supplemental/ Code:	Administrative/ 1	FLSA Status:	Exempt
Safety Sensitive:	No	Established:	10/1/1994
CDL:	No	Revised:	01/01/2009

Position Purpose:

Sells radio broadcast time to advertisers or advertising agencies to provide revenue for WRR.

Essential Functions:

1. Contacts prospective customers by telephone or in person to present advantages of advertising on WRR and encourage purchase of commercial air time; provides customers with information relative to advertising rates and policies.
2. Prepares and makes written and verbal presentations to clients on advertising and promotion packages, including researching the demographics of station listeners.
3. Writes sales orders for purchase of air time; reviews sales contracts for accuracy before approval by client and station management.
4. Obtains information from clients for advertising copy and production work.
5. Completes information necessary for on-the-air scheduling and bookkeeping purposes.
6. Collects money for payment on account.
7. Establishes and maintains a relationship with clients to provide quality customer service and ensure a stable client base.
8. Regular, reliable and punctual attendance is an essential function of the job.

Knowledge, Skills and Abilities Required to Perform Work:

Knowledge of marketing and sales practices and procedures.

Ability to communicate effectively orally and in writing.

Ability to write sales orders and review contracts for accuracy.

Ability to use math reasoning involving fractions, decimals, and percentages to compute cost of on-air-time for customers.

Ability to establish and maintain an effective working relationship with all levels of management, city officials, vendors, other government agencies, other employees and the general public.

Working Conditions and Hazards:

Work performed under normal office conditions.

The above statements are intended to describe the general nature and level of work performed by personnel assigned to this classification and is not necessarily an exhaustive list of all responsibilities, duties and skills required.

