

## **JOB SUMMARY:**

Adams Outdoor Advertising (AOA), the 4<sup>th</sup> largest and largest private Outdoor Advertising firm in the U.S., is seeking an experienced **Account Representative** responsible for selling outdoor advertising concepts to current and prospective clients within the market utilizing existing inventory while obtaining customer satisfaction, both internally and externally.

The primary focus and responsibilities of the position is to manage activities associated with smaller accounts which generate \$10,000 or less in revenue annually. The core objective is to grow these accounts, maintain good relationships and perform the functions of a typical Account Executive pertaining to activity on the accounts (i.e. contracts, PA's, renewals, etc.).

The Account Representative will also be responsible for managing the majority of the call-ins and determining their potential revenue opportunity in conjunction with sales management.

## **ESSENTIAL FUNCTIONS OF POSITION INCLUDE:**

- Work with existing clients as well as new business on outdoor advertising campaigns through upselling, cold calling, and on-going discussions primarily through phone calls.
- Handle call-in inquiries and work with sales management to determine the potential revenue opportunity.
- Identifies advertising needs of clients based on features and benefits of the product.
- Creates and proposes advertising recommendations that best suit customer needs.
- Prepares accurate advertising contracts on behalf of Adams Outdoor Advertising.
- Submits all advertising contracts and schedules to the Sales Management for approval.
- Meets and/or exceeds stated annual revenue growth objectives.
- Manage all facets of client accounts ensuring long-term business relationships with AOA are secured.
- Facilitates face-to-face meetings with clients when required.
- Prepares various reports as required.
- Completes all sales-related paperwork as required.
- Adheres to collection procedures as prescribed by Adams Outdoor Advertising.
- Assists with special projects that may be assigned.
- Displays conduct and behavior which is positive and professional both in the internal and external environment.
- Must have and maintain a valid driver's license with a satisfactory driving record in order to operate a personal vehicle on company business.

## **PREFERRED QUALIFICATIONS:**

- Bachelor's degree in Sales and Marketing or equivalent experience
- One to three years direct media or relevant sales experience
- Excellent written and oral communication skills
- Proficient with computer software and technology

## **ADAMS OUTDOOR ADVERTISING:**

- AOA, founded in 1983 by Steve Adams, is the 4<sup>th</sup> largest, and largest privately-held, Outdoor Advertising operator in the U.S.. AOA operates in the following 12 markets: Ann Arbor/Kalamazoo/Lansing (MI), Beaufort/Charleston/Florence (SC), Charlotte (NC), Eastern Pennsylvania (PA), Madison (WI), Norfolk (VA), Peoria and Champaign (IL).
- Searchlight Capital Partners, a leading global private investment firm, in partnership with British Columbia Investment Management Corporation, one of the largest asset managers in Canada, invested in AOA in 2021.

*The above statements are intended to describe the general nature and level of work being performed by the people assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of the job.*

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