

**CITY OF JONESBORO
NOTIFICATION OF JOB OPENING**

JOB: ADVERTISING AND MARKETING REPRESENTATIVE

DEPARTMENT: JETS

LABOR GRADE: 8

SALARY MINIMUM: \$22,764.23

ADVERTISING DUTIES:

Responsible for prospecting new advertising clients, cultivating old clients, maintaining a database of contact information on clients, maintaining sales goals and reaching those goals, maintaining daily and weekly call lists, maintaining the rotation of up to and exceeding 150 separate advertising contracts, and various other advertising duties as assigned by the Transportation Coordinator.

COLLECTIONS:

Responsible for maintaining weekly and monthly collection goals, maintaining weekly and monthly advertising planners, a form of traffic system used in radio or television advertising, working with the City of Jonesboro Finance Department on billing and computer filing, and various other collection duties as assigned by the Transportation Coordinator.

MARKETING:

Maintaining a weekly and monthly planner on all events in this region (primarily the City of Jonesboro), working with the Chamber of Commerce on all social events to put JETS out in the public spotlight, working with all media's in the area on advertising campaigns to promote JETS, maintaining an almanac of ideas after every event, so to help in planning in the future, and any other marketing duties as assigned by the Transportation Coordinator.

PRESS SECRETARY:

Maintaining a good working relationship with city government, maintaining a good working relationship with local media outlets, working with the JETS Coordinator on all information letters, packets and press releases pertaining to JETS or the city government, fully knowing that you are on call 24/7 and that you will be the face of JETS and you represent them in a clean, moral knowledgeable light.

QUALIFICATIONS:

Candidate should possess strong oral and written communication skills as well as organizational skills. Must be able to multi-task and fulfill a need when you see it. Must have a clean and professional appearance. Must possess sufficient experience in sales and/or advertising to understand the basic principles relevant to the major duties of the position. Must have a High School diploma or equivalent and at least two (2) years of experience in a related field. Possession of, or ability to obtain a valid driver's license issued by the State of Arkansas. Must have the ability to travel for sales and training.