

ARCHDIOCESE OF SAN FRANCISCO
ACCOUNT EXECUTIVE-SALES
Catholic San Francisco & San Francisco Catolico Newspapers
Archdiocesan Directory
REPORTS TO: Editor-General Manger
FLSA STATUS: Full Time, Non-Exempt

PURPOSE: The Account Executive for Sales is charged with providing income for Catholic San Francisco, San Francisco Catolico and the Archdiocesan Directory and any other special projects determined by the Editor-General Manager. The person should have familiarity with the Catholic culture and readership that he/she will be interacting with.

BACKGROUND: The Archdiocese of San Francisco is launching a new magazine that will replace the newspaper currently distributed widely throughout three counties. It has an advertising base established and this new product will represent a better value to those advertisers. Additionally, the new account executive will receive training from seasoned advertising specialists as part of their onboarding.

RESPONSIBILITIES:

- Identify and prepare background on highly targeted potential advertisers.
- Recruit clients from company advertising, direct mail marketing, convention participation, referrals from current clients, from the competition and even from day to day contacts and activities. Cold calling and in-person.
- Organize background information which includes website/history/current and past advertisement/current sales promotions/key concerns.
- Introduce and schedule appointments
- Prepare and deliver highly specific, effective and creative presentations. This encompasses bundled ad opportunities.
- Sign clients to contracts and develop long-term advertising programs.
- Prepare documentation including: correspondence, contract, payment method, production files.
- Compose copy and select creative graphics. Forward to production department.
- Forward proof copies to client and return any corrections/additions/changes to production
- Protect and increase existing accounts

- Review files and previous year's newspapers to make sure all accounts are called on.
- Maintain in-person contacts with all accounts as required to sell display advertising, i.e., rop, special sections, inserts, online.
- Review yearly participation with clients. Offer new possibilities for advertising and introduce fresh copy ideas.

Additional

- Work in coordination with Business Manager regarding processing credit cards and payments; review billing and invoices.
- Develop advertising promotional concepts that bring more possibilities to advertisers and provide additional income to CSF, i.e., sales literature, media kits and other forms relative to operations.
- Develop advertising data bases appropriate to newly targeted populations.

Networking

- Network with other marketing representatives in area.
- Attend parish and Catholic organization events for networking purposes.

Training and Ongoing Education

- Attend and participate in sales webinars, training and conventions.
- Keep abreast of innovative and technological advances as they relate to my position.

REQUIREMENTS: Previous sales experience of 5 years, good communication skills, detailed and a multi-tasker, shows confidence, enthusiasm and resiliency.

REPORTING RELATIONSHIP: This Sales Account Executive reports to the Editor and General Manager of Catholic San Francisco and San Francisco Catolico.

FOR APPLICATION AND FULL JOB DESCRIPTION

Please submit cover letter, resume and a completed application to Christine Escobar, Human Resources Manager at the Archdiocese of San Francisco, One Peter Yorke Way, San Francisco, CA 94109

All employees of the Archdiocese of San Francisco shall be employed without regard to race, color, sex, ethnic or national origin and pursuant to the San Francisco Fair Chance Ordinance, will consider for employment qualified applicants with criminal history.