

Expertise

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Royal Gazette
Ltd. is one
of them.*

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Sales Director

Our client, The Royal Gazette Ltd., is looking to fill the challenging and rewarding role of Sales Director. Reporting to the CEO, the Sales Director will be responsible for all print and digital ad sales and placement, along with managing a dynamic sales team.

Duties & Responsibilities:

- Cultivate key contacts within industry, government, and advertising affiliates to grow advertising revenues in print and digital products
- Manage relationships with customers to ensure their marketing and advertising needs are being identified and that the Royal Gazette products meet these needs
- Ensure excellent customer service and communication with our customers
- Selling print and digital products to customers
- Be a visionary leader for The Royal Gazette staff and clients on revenue growth in the digital arena, including the use of new content platforms and social media
- Work with the CEO to seek strategic partnerships that benefit The Royal Gazette and the other companies of the Bermuda Press (Holdings) Limited
- Direct and lead staff in the design and deployment of marketing tools used to promote advertising in The Royal Gazette and its sister companies
- Ensure that CRM database information such as advertising rates and contact information is maintained, up-to-date and easily accessible
- Work closely with staff and customers to ensure timely billing, collection, and accurate payment of sales commissions
- Manage the performance of The Royal Gazette sales and advertising department to achieve the customer service and sale goals and objectives of the Company
- Assist the CEO & CFO to establish the advertising department budget and ensuring that staff sales targets and performance are aligned with the departments goals and objectives

Qualification, Skills and Experience Required:

- A four-year college degree is required; a major in marketing or advertising is preferred
- At least ten years' experience in a role of a similar nature
- Track record of success in sales and as a sales executive, ideally in newspaper advertising and digital products. Demonstrated ability to anticipate trends and adapt accordingly
- Experience and knowledge in social media marketing, advertising agency relationships and political/advocacy advertising
- A passionate commitment to our industry as well as the knowledge and ability to explain why our products are the best way for our customers and potential customers to meet their advertising and marketing needs and objectives
- Excellent management and supervisory skills, including the ability to develop and execute solid budgets, to attract and motivate staff and to foster teamwork and cooperation among staff and between departments
- Excellent presentation skill; must have working knowledge of programs such as Microsoft Office and CRM tools
- Resourceful and creative self-starter
- Excellent written and verbal communication skills

To apply please send your resume to jobs@expertise.bm.

All enquires will be dealt with in strict confidence.

Closing date: August 29, 2014