



student media center

THE UNIVERSITY OF MISSISSIPPI

Employment Application for STUDENT ADVERTISING ACCOUNT EXECUTIVE

Job Description: Solicit advertising for all programming and publications of the Student Media Center (Print, Broadcast and Digital).

Develop new business accounts and keep assigned accounts current. Provide complete follow-up service to clients after the sale. (see Appendix for full job description)

Requirements: This job requires a commitment of 20 hours per week. Must be a currently enrolled student, in good academic standing at the University of Mississippi with a minimum cumulative GPA of 2.0

Position is 100% commission after first two months of employment

Please type or print clearly. Attach resume if available.

Name: _____

Phone: _____ Email: _____

Local Address:

City: _____ State: _____ Zip: _____

Major: _____ Minor (if applicable): _____

Projected Graduation Date:

Academic Hours (credits) registered for upcoming semester

Are you available for a full year commitment? ____ Yes ____ No

Do you have reliable transportation? ____ Yes ____ No

Must have a valid driver's license and be able to provide proof of insurance if hired.

References

Please list three references, including one of your University of Mississippi professional instructors. Include name, telephone, email and relationship. No relatives or friends.

1.

2.

3.

What characteristics and experience do you possess that would make you a good candidate for this position?

Do you have previous sales experience? ____ YES ____ NO If Yes, please explain:

If hired, do you have, or will you have any time constraints other than your class schedule. If so, please list below (i.e. another job, holiday, extracurricular activities, etc.)? Holding a second part-time job while you are in advertising at the SMC is NOT recommended.

List any courses (by name) that you have completed at Ole Miss that would help you as an advertising staff member

Do you know anyone currently/recently employed in Student Media? If Yes, whom?

Please attach your class schedule (if available) and a resume or work history.

Email completed application and any supporting documentation to:
rafroste@olemiss.edu

By signing below, you attest that all preceding information is true to the best of your knowledge.

Signature: _____ Date: _____

APPENDIX A – Full Job Description

STUDENT MEDIA CENTER / ADVERTISING SALES REPRESENTATIVE

A Student Media Center Account Executive (AE) has, but is not limited to, the following duties and responsibilities:

- Solicit and sell advertising in assigned territories or to assigned accounts
- Service existing accounts and generate new accounts/develop new business
- Meet or exceed monthly sales goals as set by the Sales Manager
- Attend regular weekly sales meeting and check in at SMC daily
- Timely collection of payment for any and all advertising sold
- Work under and meet advertising deadlines
- Maintain written account history documentation for all accounts
- Put in 20 hours a week between the office and calling on clients and keep managers updated on activities
- Other duties as assigned by Ad Manager

The Account Executive job requires someone who can work independently, with minimum direct supervision, is detail and goal oriented – someone who is organized and self-motivated. The AE must have the ability to establish and build relationships with advertising clients and the willingness to “cold call” prospective advertising clients.

AEs are responsible for collecting on the advertising they sell and are paid commission on those collections and not on billing – that is, commission is not paid until the account has paid for the advertising sold.

AEs required to drive their own vehicles will receive a \$25 a month gasoline allowance.

For the first two full months of employment AEs will be paid a \$200 monthly stipend plus any commission earned. After that AEs are paid 100% on commission.

If the AE meets or exceeds their monthly sales goal their commission for that month will be 12%. If the AE does not meet or exceed their monthly sales goal their commission for that month will be 8%.

If an AE leaves Student Media Center employment within the first 12 months of being hired (or two full academic terms) they will not be entitled to any commission after termination date. If an AE leaves after one year of SMC employment they will be entitled to commission on any payments made on sales they made that are paid during the 30 days following their termination date.

