



Position Description

Advertising Sales Representative, *The Catholic Weekly*

Reporting to:	Advertising and Production Team Leader, <i>The Catholic Weekly</i>
Department:	Sydney Centre for Evangelisation
Location:	St Martha's, Leichhardt
Employment Status:	Part-Time (22.5 hours per week / 3 days)
Modern Award Coverage and Classification:	Award Free

The Position	The Advertising Sales Representative is a valuable role in <i>The Catholic Weekly</i> team to support the growth of advertising sales revenue of the newspaper and the various affiliated media entities including supplements, publications, and websites both in Print and Digital. The position requires proactive client engagement, strong sales skills, and a commitment to meeting and exceeding revenue targets.
Responsibilities	The Advertising Sales Representative is accountable to the Advertising and Production Team Leader for the following: Revenue Growth • Execute strategies to achieve and exceed monthly and annual sales targets, including existing online sources of revenue. • Drive advertising sales across <i>The Catholic Weekly</i> print edition, digital platforms, and supplementary publications. • Identify new revenue opportunities by actively pursuing potential advertisers and upselling existing clients. Client Engagement • Build and maintain strong relationships with new and existing advertisers, understanding their needs and aligning them with our products. • Conduct discovery calls to identify client opportunities and create tailored advertising solutions. • Re-engage past classified advertisers to rebuild relationships and recover lost business. Product and Campaign Support • Collaborate with the editorial and production teams to align advertising opportunities with publication themes. • Assist the sales pipeline, from lead generation to contract finalisation, ensuring a seamless client experience. • Assist to provide advertisers with performance reports and demonstrate the value of their campaigns.

Administrative and Reporting Tasks

- Maintain accurate sales records and ensure timely follow-up on client interactions.
- Prepare sales reports to track progress toward revenue goals and identify areas for improvement.
- Stay updated on industry trends and competitors to inform sales strategies.
- Contribute to the successful planning, preparation and delivery of Eucharist28 by working collaboratively and undertaking other duties or projects, consistent with the level, skills and responsibilities of the role, as reasonably directed.
- Other duties as assigned, which are consistent with the role.

Inter-relationships

The Advertising Sales Representative interacts with the following internal and external groups, and individuals:

- Advertising and Production Team Leader.
- Editor and editorial team of *The Catholic Weekly*.
- Director of Communications & News Media and other members of the Communication team.
- Director and staff of the Sydney Centre for Evangelisation.
- Chancery staff.
- Agencies of the Archdiocese and the broader Church.
- External clients and stakeholders.

Qualifications and Experience

The ideal Advertising Sales Representative will have:

- At least 2 years of sales experience, preferably in media, advertising, or a related field.
- Strong negotiation and closing skills.
- Excellent verbal and written communication.
- Ability to manage multiple clients and deadlines effectively.
- Proficiency in CRM tools and basic sales reporting.
- Understanding of and experience in using social media to generate revenue and increase following.
- A high level of accuracy in clerical and administrative tasks with a keen eye for detail.
- Prior experience managing a client database or portfolio of large and small advertisers (preferred).
- Demonstrated success in dealing with clients and advertising agencies (preferred) for a similar publication

Attributes

The ideal Advertising Sales Representative will demonstrate the following attributes:

- Excellent writing and communication skills with an ability to work with people at senior levels.
- Be self-motivated, goal-oriented, and proactive.
- Ability to manage sensitive information and maintain a high degree of confidentiality.
- Strong organisational skills with an ability to identify priorities, work under pressure and meet deadlines.
- Strong focus and attention to detail.

Performance Management	• Work effectively with others to achieve goals, and form trust based relationships with staff, customers and peers. • Professional manner and presentation. The performance of the Advertising Sales Representative will be assessed on a regular basis having regard to: • KPIs (key performance indicators) – including sales targets which will be set periodically • Successful outcomes of the key responsibilities of the role • Achievement of the agreed objectives of work plans under limited supervision • Service levels and the level of satisfaction expressed by key stakeholders • The ability to develop and maintain the interrelationships listed above
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The Archdiocese is wholly committed to ensuring the safety, well-being and dignity of all children and adults at risk, and acknowledges its important legal, moral and spiritual responsibility to create a safe and nurturing environment for those children and adults at risk. The Archdiocese has a zero-tolerance approach to child abuse. Staff are encouraged to read the [Archdiocese Commitment Statement and Safeguarding Policy](#).

Additionally, the Archdiocese is committed to continuous improvement to assess and address the risk of modern slavery in its operations and supply chains and to report annually on these actions in the form of a Modern Slavery Statement.