

Position Description

Position Details	
Position Title:	Digital Advertising - Sales
Reports to:	Sales Manager
Role Purpose	
<p>A full-time graduate position, also open to someone with a bit more experience, this role will provide the successful applicant with extensive experience across the livestock industry in marketing, buying and selling of sheep, cattle and wool, disruptive technology, social media, sales, assessor training, finance and design thinking.</p> <p>The Digital Advertising Associate will be responsible for prospecting, forecasting, reporting, booking and account management of AuctionsPlus Display Advertising Solutions. You will establish and foster relationships across media, marketing, analytics and industry stakeholders to ensure strong ties at multiple levels, including higher level relationships to develop ongoing budget allocation expansion and upsell opportunities.</p> <p>As an integral part of the Sales team, this role will be responsible for educating stakeholders about the value of AuctionsPlus products and making recommendations how they can best be leveraged to achieve specific client goals and objective. The successful applicant will work alongside the Market Operations Team to deliver premium customer experiences through marketing, data integrity and streamlined, customer-focused online technology.</p> <p>The teams are flexible and dynamic, they build customer confidence through industry knowledge, simple tech solutions and strong brand recognition. Being a hands-on team, they work remotely and in-field to deliver online solutions to traditional markets. This role provides the opportunity to engage with industry participants. Participation in field events and on-farm sales will also be required.</p> <p>This is an opportunity to work for a cutting-edge tech disruptor in the traditional livestock and wool sector. If you are passionate about reshaping the livestock sector, please contact us at hr@auctionsplus.com.au</p>	
Key Responsibilities	
1	<p>Relationship Management</p> <ul style="list-style-type: none"> Maintain regular contact with livestock selling agents, producers, buyers and industry stakeholders to understand their needs and drivers Proactively seek ways in which to further support customers Use market data and trends to enable customers to make informed decisions
2	<p>Business Development</p> <ul style="list-style-type: none"> Actively identify new sale opportunities and opening partnerships Create, deliver and refine tactics to expand Auctions Plus reach in the market Engage with industry participants and customers to build relationships and identify potential business opportunities Analyse sales and market data to identify new potential growth areas of business
3	<p>Sales</p> <ul style="list-style-type: none"> Develop and execute a detailed business plan to grow revenue opportunities from new prospects within your market Prospect and hunt for new business while equalling supporting existing or returning clients Develop and close effective and high return digital campaigns Identify and prospect for large opportunities at multiple levels Meet and exceed monthly sales goals Oversee your clients' campaigns, regularly communicating performance results
4	<p>Education</p> <ul style="list-style-type: none"> Educate customers in the AuctionsPlus auctions platform features & benefits Support customers in actively utilising the AP auctions platform features Deliver presentations to internal and external customers that are training, sales and new opportunity focused

5	Operations <ul style="list-style-type: none"> • Plan events and upcoming sales to ensure customer satisfaction and maximum exposure for AuctionsPlus • Ensure auction catalogues and advertising are produced accurately, professionally and on-time and are effectively marketed • Ensure the quality and robustness of software products through regular end-user testing and customer feedback • Cross-train across all areas of the Market Operations Team including cataloguing, social media, marketing, advertising, interface sales, wool, livestock, reports, finance and business development
4	Business Insights <ul style="list-style-type: none"> • Create and deliver market reports for advertising, sales, identify trends, marketable information and value-add information for clients • Keep abreast of industry practices and current trends • Share business intelligence internally to build customer and market awareness

Critical Requirements

1	Collaborative. Able to build strong collaborative relationships internally and externally.
2	Process & Planning. Able to plan and map out projects allowing plenty of time for preparation.
3	Communication. Able to convey information with clarity and impact both verbally and in writing.
4	Industry expertise. A knowledge and understanding of the agriculture industry.
5	Influencing. Able to use strong relationships to influence and drive customer sales
6	Problem solving. Able to analyse information, think logically and solve problems.
7	Attitude. Self-starter capable of thriving in a growth stage company environment who is fearless on the phones, persistent, and accepting of rejection.
8	Analytical capability. Able to gather diverse information and provide meaningful analysis.
9	Results orientated. Continually driving high levels of performance to try and meet and exceed goals.
10	Adaptable. Able to easily adapt to changing priorities to meet customer and business needs.
11	Business acumen. Use robust data and analysis to put forward sales and product initiatives recommendations.
12	Education. A degree or diploma in agriculture, agribusiness, animal science or a related discipline would be favourable
13	Business Development: Strong consultative sales skills, relationship building, external and internal customer satisfaction management
14	Sales. Inquisitive and very resilient nature and has track record of building and maintaining strong client relationships and closing new business
15	Media Sales. Sound understanding of internet advertising technologies and able to highlight significant success in media sales, with a specific focus on digital display/PPC Campaigns

Key Relationships

Type	Internal/External	Nature of relationship
External customers	External	Providing proactive service to ensure customer satisfaction at all times.
Internal customers	Internal	Finance – provide timely and accurate information IT – support new product initiatives through insights, testing, feedback
Direct manager	Internal	Respond to information requests in a timely and accurate manner Communicate on progress, concerns and insights
Key peers	Internal	Build collaborative working relationships with Market Operators