
MIT Job Description

Job Title: Advertising & Sales Admin 1	Position Title: Sales Development Representative, SMR
Reports to: Director of Bus Dev, SMR	% Effort or Wkly Hrs: 40
Department: MIT Sloan Management Review (MIT SMR)	
Date: 8/3/20	

Position Overview:

The Sales Development Representative, SMR is an important member of the business development team at *MIT Sloan Management Review*, generating, researching, categorizing and assessing leads for all advertising, sponsorship and collaborative research programs. The Sales Development Representative, SMR will set up meetings for all leads, supporting the Director of Business Development on collaborative research program leads and the Senior Advertising and Sponsorship Manager on Custom research leads and Large Sponsorship leads. The Sales Development Representative, SMR will also initiate the sales process directly for Stand-Alone Sponsorship and Advertising leads (defined as programs under \$25,000 in revenue), thus allowing the Sales Development Representative, SMR to develop her/his own sales skills while providing vital support to the rest of the business development team. The Sales Development Representative, SMR will also maintain and update the *MIT SMR* Salesforce database with all lead information. The Sales Development Representative, SMR is often a future client's first introduction to *MIT Sloan Management Review*.

Principal Duties and Responsibilities (Essential Functions):**

Lead Generation and Database Management (50%)

Responsible for the front-end of the sales cycle: Developing leads (identifying, gathering names, phone numbers, emails, and data). Researching targeted leads' existing product lines, needs, problems, advertising history, and business practices to offer insights into the optimal sales approach for each lead. Entering, updating and maintaining lead information in Salesforce, MIT SMR's CRM system.

Direct Sales for Stand-Alone Sponsorship Programs (25%)

Set up own meetings with remaining leads (for Stand-Alone Advertising and Sponsorship Programs). Present sales materials developed by Assistant Director of Sales, Operations and Marketing. Explain to clients the benefits of *MIT SMR* offerings, leveraging statistics on audience size and demographics as necessary. Ideate and develop solutions in response to prospects feedback. Close the sale and provide details and documentation to the Assistant Director of Sales, Operations and Marketing for invoicing. Collaborate with Assistant Director of Sales, Operations and Marketing, as well as with Editorial and Marketing colleagues, throughout the process.

Setting Up Meetings (20%)

Setting up the initial meetings for all leads generated and then liaising with Senior Advertising and Sponsorship Manager and Director of Business Development, who will take those meetings for leads generated by the Sales

Development Representative, SMR for Custom Research/Large Sponsorships programs and Big Idea programs respectively.

Other Responsibilities (5%)

Work directly with the Assistant Director of Sales, Operations and Marketing to ensure accuracy of pricing for programs and implement new pricing structures that contribute to improvement in price realization and align price structure with sales and distribution strategy. Share with Assistant Director of Sales, Operations and Marketing all aspects of sales performance, including tracking, analysis, and effectiveness for own sales efforts on sponsorship programs.

Supervision Received:

Reports to Director of Business Development, moderate supervision.

Supervision Exercised:

Possibility of intern to support with lead-generation activities.

Qualifications & Skills:

REQUIRED:

- Bachelor's degree in related field
- Minimum 2 years of experience in sales, marketing or related field

PREFERRED:

- Two years of sales and sales management experience are ideal, and an interest in sales and compelling interpersonal skills can be a substitute for previous sales experience; experience in publishing preferred.
- Strong interpersonal skills, empathy for clients' own challenges, and ease with client management and communications.
- Exceptional organizational and time-management skills, including ability to function independently and balance many demands and priorities.
- Facility with written communication, including sales messages, emails, and proposals.
- Excellent technical skills, including Salesforce, Word, and PowerPoint.
- Familiarity with academic publishing, multimedia platform communications, management education, and/or business-related research and media a plus.
- Proven ability be able to learn new programs and platforms
- Strong understanding digital and e-marketing tools

Competencies:

Engage with prospective customers;

Collaborative with internal MIT SMR Business Development and Marketing staff on proposals.

Lead on sales efforts for direct sales for stand-alone sponsorships.

** To comply with regulations by the American with Disabilities Act (ADA), the principal duties in job descriptions must be essential to the job. To identify essential functions, focus on the purpose and the result of the duties rather than the manner in which they are performed. The following definition applies: a job function is essential if removal of that function would fundamentally change the job.