



## Job Description

**SALES AND  
ADMINISTRATIVE SERVICES SPECIALIST**

**Position Code: A-M17  
Salary Grade: A-S4**

### SUMMARY

Under minimal guidance, oversees and manages comprehensive sales and revenue-generating advertising program for Anaheim Resort Transportation (ART) services. Administer ART's Human Resources functions, Mystery and Guest Transportation Assistants programs, evaluate and update personnel training and reward program, aggregate and maintain data analytics in support of marketing campaigns, advertising sales and collection of demographic information. Assist Executive Director with support for the Board of Directors. Work cooperatively with local stakeholders and partners to promote destination's values and services to attract, retain and increase revenue generating opportunities

### REPRESENTATIVE DUTIES

*This list is intended to indicate the general nature and level of work performed by employees within this classification and is not designed to be interpreted as an exhaustive listing of all tasks required of employees assigned to this job. Job responsibilities will cross over all departments and will require coordination among and between multiple disciplines*

1. Manage development of strategic advertising sales plans and oversees the accountability and delivery of advertising assets
2. Manage all phases of contract administration between consultants and advertising clients. Assures accuracy of information, deployment schedule and distribution Identify leads the strategic vision for advertising efforts that incorporate traditional advertising mediums, digital opportunities and options to be afforded through mobile functions and applications
3. In coordination with local stakeholders and contractor, locate and contact potential clients to offer advertising opportunities. Maintains all necessary contractual files on related accounts
4. Ensure aggregation, compilation, and delivery of data analytics for ART system delivery metrics and demographic information necessary to sustain and expand advertising sales efforts
5. Oversee personnel functions for the agency:
  - a. Recruitment, hiring, retention, training, disciplinary, delivery of fringe benefits and Worker's Compensation matters. Coordinates with Finance Department all payroll related matters
  - b. Administers agency's Mystery Shopping, Survey Gathering and Guest Transportation Assistance programs
  - c. Maintains personnel policies, information and records
  - d. Train internal and contractor personnel and expand employee recognition and retention programs
6. Provides assistance to the Executive Director to support agency's Board of Directors. Duties include record keeping, minutes recordation, and preparation of presentations and agenda.



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### QUALIFICATION GUIDE

#### **Knowledge of:**

- Principles, practices, and techniques of administration of advertising programs
- Principles, practices, and techniques of sales techniques
- Principles, practices, and techniques of data management and market research
- Principles, practices, and techniques of project management and contract administration
- Principles, practices, and techniques of personnel management and administration
- General administration and programming, record keeping, operations, and human resources

#### **Ability to:**

- Support transformational change within an organization and to grow is advertising program
- Expert abilities in Microsoft Office -- Word, Excel, Power Point
- Excellent verbal and written communication skills
- Ability to effectively work at all levels and work collaboratively across lines of business and multi-functional team
- Act as a self-starter with a results-oriented approach; take ownership and initiative; have the persistence and resourcefulness to work through obstacles; energetic and enthusiastic; strong bias to action
- Understand sophisticated data analytic techniques and segmentation priorities to determine unmet needs and to engage the organization around those opportunities accordingly
- Understand changing market dynamics, translating them into actionable strategies to achieve company objectives

### EDUCATION AND EXPERIENCE

Any combination of education and experience equivalent to a bachelor's degree with a minimum of approximately three years progressively responsible experience in marketing, advertising sales, communications and/or graphics work. Advanced degree is preferred



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### WORKING CONDITIONS/PHYSICAL ACTIVITIES

*The physical demands described are representative of those that must be met by the employee to successfully perform the essential functions of this job. ART provides reasonable accommodation to enable individuals with disabilities to perform the essential functions*

Positions in this class typically require:

- Work may be performed in a stressful, fast-paced office environment, depending upon assignment
- Requires ability to understand verbal communication and to respond effectively
- Some advertising and other sales occur outside of the office, meeting with clients, prospective clients and other places of business. A critical part of this position is to build relationships with clients, to understand their needs, gather background information and ability to translate this information to meet the needs of The Anaheim Resort, Platinum Triangle and other local areas/destinations.

### SPECIAL REQUIREMENTS & CERTIFICATIONS

Valid California Driver License. Pre-employment drug screening and background check is required. ATN is an equal opportunity & affirmative action employer.

**Please email your resume to [ARTinfo@atnetwork.org](mailto:ARTinfo@atnetwork.org) to apply.**

For additional opportunities please visit [RideART.org/Careers](http://RideART.org/Careers).