

**Job Title:** Advertising manager

**Organisation:** The Independent Publications Ltd (IPL)

**Duty Station:** Kampala

**Reports to:** General Manager

**About IPL:** Independent Publications Limited (IPL), Publishers of *The Independent Magazine* the leading source of latest news analysis, columns on policy, and idea sharing by local and global experts on education, business, finance, politics, technology, and exciting perspectives on society, health, art, culture, and motoring.

**Job Summary:** The Advertising Manager is responsible for growing advertising sales volumes in order to generate revenue and achieve revenue objectives of the company.

**Key Duties and Responsibilities:**

- Plans and coordinates advertising sales strategies to meet the company's business objectives
- Negotiates annual advertising contracts with representatives of major advertising clients
- Identifies manpower requirements and liaises with HR for recruitment
- Appraises staff with a view to identify training needs and develops their potential
- Reviews performance regularly with staff to ensure focus and guides them accordingly
- Develops incentive schemes to motivate staff through dynamic commission schemes and recognition programmes
- Develops innovative ideas for existing and new products in close liaison with HODs for approval and implementation
- Assists the Sales Managers, Supervisors and Sales Team in resolving clients issues/complaints
- Make sure that the sales process is done right in order to avoid fraud and maintain company standards.
- Ensure that collection of adverts booked are made in time in order to receive our revenue and reduce the debt

- Make sure the layout of the advert corresponds to the set standards and requirements in order to achieve the target for advertising.
- Lay the lineup for adverts to ensure that no booked advert is missed out.
- Liaise with the team to brain storm on revenue generating ideas
- Ensure that collection of adverts booked are made in time in order to receive our revenue and reduce the debt
- Determines the contribution of each section, plans for the delivery of agreed targets and closely monitors performance by holding regular meetings with the team to review and plan performance and to provide guidance
- Reviews debt status of the client's accounts to determine credit worthiness and to recommend way forward
- Reviews the pricing structure in liaison with the Sales Managers and recommends appropriate changes
- Sends monthly sales and collection reports to the General Manager.

### **Qualifications, Skills and Experience:**

- The applicants should hold a Bachelor's degree in a business-related course or equivalent qualification
- 5 Yrs sales experience in media sales
- Leadership, Influencing and delegating abilities
- Ability to initiate/manage cross-functional teams and projects
- Critical thinking, decision making and problem-solving abilities
- Adaptability-Efficient under pressure, and deadline-driven
- Good Computing skills
- Broad knowledge and understanding of media sales and Advertising in Uganda
- Excellent communication and interpersonal skills
- Passionate for results and numbers driven
- Impeccable integrity
- Good proposal writing skills
- Ability to build and maintain strong relationships
- Strong customer focus
- Excellent planning and organizational skills

### **How to Apply:**

All suitably qualified and interested candidates should send their applications, detailed CVs and academic documents via email with daytime telephone numbers

to the Human Resources Manager, The Independent Publications ltd not later than Friday 16th November 2018. This email should not exceed 2mbs.  
Email: [recruitment@independent.co.ug](mailto:recruitment@independent.co.ug)

***NB:** Please note that only short-listed candidates will be contacted.*