

# Advertising Sales Representative

## Job Number: 220212

Illinois Farm Bureau (IFB), parent company of COUNTRY Financial, is looking for an **Advertising Sales Representative**. You'll work in the news & communication division of IFB and contribute to the overall success of our advertisers and members through the sales of multi-media advertising solutions on various IFB media platforms. You'll develop internal and external relationships as well as strategies to increase advertising sales.

**This position offers a hybrid work schedule and can be based out of our corporate office in Bloomington, Illinois, or is open to 100% remote candidates living in Illinois.**

### How does an Advertising Sales Representative make an impact?

- Develops an understanding of the customer's individual business needs. Identifies new business revenue opportunities and delivers advertising ideas/solutions that grow market share and provide customer return on investment.
- Maintains and grows account base by selling print, digital, and broadcast offerings. Demonstrates an understanding of each product and delivers value propositions to customers.
- Prepares target list, reviews sales opportunities and performance to assist in reaching department sales targets.
- Builds sales proposals and presents materials to existing and prospective clients.
- Provides support staff with all necessary advertising copy, ad placement instructions, and billing information.
- Works with department staff to ensure accounts are kept current and makes efforts to collect payment when an account becomes past due.
- Maintains an awareness of media trends and marketing opportunities related to the industry.

## Do you have what we're looking for?

- Bachelor's degree and at least two (2) years of media sales experience OR at least four (4) years of media sales experience
- Excellent written, verbal, and interpersonal communications skills, including customer service and presentation skills
- Computer proficiency with a working knowledge of Microsoft Office
- Ability to organize efficiently, establish priorities, and attend to details
- Ability to analyze audiences for all IFB communications platforms (i.e. print, digital, broadcast, etc.), identify and capitalize on advertising opportunities, and generate leads
- Typically requires zero (0) years to four (4) years of media sales experience
- Normal office environment
- Frequent travel throughout Illinois, including some overnights
- Ability to work flexible hours, as needed

## Why work with us?

We planted our roots in 1916 and are one of the largest Farm Bureau organizations in the United States. We are a voice for Illinois farmers, farm families, and anyone involved in food and agriculture. That covers a lot of ground. We represent our members in local communities, including Springfield, Illinois, and Washington, D.C. When you become a part of IFB, you become part of something that touches the lives of people every day. You truly make a difference.

You'll be able to take advantage of our benefits package, which includes insurance benefits (medical, dental, vision, disability, and life), 401(k) with company match, parental leave, paid time off, paid company holidays, and time off to volunteer. Please [click here](#) to learn more about Illinois Farm Bureau and the many benefits we offer our employees.

Illinois Farm Bureau is committed to providing equal opportunity in all areas of employment, and in providing employees with a work environment free of discrimination and harassment. Employment decisions are made without regard to race, color, religion, age, gender, sexual orientation, veteran status, national origin, disability, or any other status protected by applicable laws or regulations.

Come join our team at Illinois Farm Bureau today!

**Illinois Farm Bureau does not generally sponsor individuals for employment-based visas for this position.**

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