

We Are Hiring!

Billboards Australia Pty Ltd



Billboards Australia

Outdoor Billboard Advertising.
1300 750 922 sales@billboardsaustralia.com.au <http://www.billboardsaustralia.com.au>

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Billboards Australia

We Are Hiring!

Looking for a Sales role that rewards your achievements with a great base and uncapped commission? There is a unique opportunity for someone who is ready to put in the hard work to enjoy being part of something bigger.

The opportunity:

To succeed in this role we are looking for an energetic person with extensive inbound and outbound sales experience (preferably in TV or Radio). If you are this person, we need you to be ready and charging from the moment you walk through our doors and know how to close a sale.

We don't expect you to know the industry (that's why you must be a quick learner), but you will be required to actively secure new business. Ideally you already have a network of clients from your previous roles.

Reporting to the National Sales Manager, your role will be to work with your direct clients to exceed your sales targets. You will be required to:

- Develop long term relationships with clients
- Leverage existing relationships.
- Achieve sales targets across our product portfolio
- Prepare client proposals to negotiate business
- Undertake outbound cold calling to highly targeted prospects
- Co-ordinate prompt follow up of inbound enquiries

Your skills:

- At least 2 year's sale experience
- Excellent negotiation skills and highly organised
- Proven ability to sell face to face and over the telephone
- Self-motivation, resilience and driven to succeed.
- High performer

The Offer:

- Generous Base
- Excellent Uncapped commissions
- Informal, casual work culture
- Career and training opportunities

Let's get started!

If you feel that you are the right individual for this role and you are interested to know a little bit more about us, please email your resume & cover letter to careers@billboardsaustralia.com.au.



Billboards Australia (BBA) is a Melbourne based specialist agency in Outdoor Advertising Australia wide.

Out-of-Home is the second fastest growing media in Australia behind Online. With both traditional static and new digital formats experiencing growth.

OOH is the second fastest growing media channel in Australia. Since 2010 the OOH industry has grown 26% compared to 8% for the entire media industry.

New technologies are strengthening existing formats and expanding the OOH industry portfolio of formats. All formats are experiencing better than market average growth, with the new digital formats seeing the highest percentage increases.

The Business

Business name: Billboards Australia Pty Ltd

ABN: 20 143 288 687

ACN: 139 338 506

Mailing address: PO Box 866, Bay St, Port Melbourne Victoria 3207

Domain names: www.billboardsaustralia.com.au, melbournebillboards.com.au

Products and services:

- Outdoor Billboard advertising – road, shopping centres, airports
- Tram / Train wraps
- Bus shelter advertising
- Bus advertising
- Mobile billboards
- Digital billboards
- Printing
- Billboard creative/Graphic design (this a service offered to secure the sale some circumstances)

The Market

Target market:

1. All business owners (or marketing managers) who wish to advertise their product, brand or message, including schools, unions, construction, retail, religious groups, banks, artists.

Key target industries include; schools, car dealerships and property groups.

2. Creative and advertising agencies who strategically manage their clients marketing campaigns and wish to purchase billboards on behalf of their clients

Service offered:

- Expert knowledge base of billboards across Australia and New Zealand
- Excellent customer service and client communication
- Discounted rates through bulk media buying and negotiation of prices
- Access to all billboards across Australia and New Zealand, across all supplies - providing greater choice to



The Industry

The OOH industry in Australia is made up of a range of formats across a range of environments.

There are over 40 outdoor advertising billboard owners and over 60,000 advertising faces Australia wide, making it extremely difficult for consumers to know who owns each billboard and how to buy it.

Some billboard advertising panels have neither name plates or contact details. Some only initials, that mean nothing to the average consumer, others have names, but cant be contacted as they are represented by separate agencies. Until now if you were looking for a billboard in a particular suburb or another state, it would be extremely hard to understand what options were available, and which best suited the campaign.

Billboards Australia have spent the last year in research, recording and now developing the first stage of online technology making outdoor advertising accessible for all. Buyers can now connect with owners, making it easier to understand and buy outdoor advertising Australia wide.

The technology is built on a web based platform and utilises geo co-ordinates and google mapping technology, working with every individual owner Australia wide, we have mapped every individual billboard location.



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