



POSITION DESCRIPTION

Position Title: Advertising Sales Account Manager

Reporting to: Sales Manager

- Aim of Position:**
- To develop and drive sales and marketing strategies to achieve business goals of meeting and exceeding set sales targets, in order to establish Marketing Events magazine as a leading brand in the Lighthouse Independent Media family; and
 - To add to the company dynamics, apply new skills, improve current business activities and forecast short and long term business and market needs in order to grow the business.
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Key Performance Areas:

- Revenue performance against budget
- Implementation of revenue strategy
- Reporting
- Product development

CRITICAL TASKS

Revenue performance against budget

- To make outgoing calls in order to establish new business and retain existing accounts;
- Ensure accurate record keeping of all client communication between all customers and all members of the *Marketing Events* sales team;
- Accurate and timely forecasting; and
- Be responsive and able to adapt to constant change in order to make the most of favourable market conditions and minimise the impact of poor market conditions;

Implementation of revenue strategy

- Have direct input into the formulation of the revenue strategy – take ownership and be responsible for achieving your results;
- To continuously evaluate your set revenue strategy and monitor its progress to stay on track with the end goal always in sight; and
- Have alternative strategies ready in order to quickly and easily react to changes in market conditions.

Reporting

- Assist the sales manager in preparing monthly sales reports – these must include: year-on-year revenue, volume, marketshare and page yield analysis, and also comparative analysis on actual revenue against Level 1 revenue targets;
- Informal weekly reports on advertising sales progress including prospects, actuals and forecast; and
- Informal regular reports on the condition of the markets in which *Marketing Events* operates – customers and competitors.

Product development

- To assist in the development of the *Marketing Events* brand and its core products, ensuring growth in every issue and to apply new ideas to keep abreast of market changes.

SKILLS REQUIRED AND PERSONAL ATTRIBUTES:

Skills

- Track record in media sales and account management skills;
- Ability to explore new business opportunities to meet sales targets;
- Must be able to handle pressure and work to tight deadlines;
- Conduct sales presentations, write proposals and negotiate with clients;
- Ability to take on responsibility, work independently and as part of a team;
- Excellent interpersonal skills, both verbal and written;
- Forecasting business and market needs;
- Strong computer skills especially in the areas of Word, Excel, & Powerpoint.

Personal Attributes

- Trustworthy, honest, professional and discreet;
- Sense of humour;
- Must enjoy a challenge;
- Confidence in own ability, independent and self-motivated;
- Common sense and initiative;
- Ability to be successful without supervision and with, at times, minimal management direction;
- Ability to maintain a positive, motivational, “get things done” attitude, especially when faced with difficult circumstances; and
- Strong work ethic.

Qualifications

- Not applicable;

Required Experience

- At least two years successful media sales experience;