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# POSITION DESCRIPTION

**Position title:** General Manager Lighthouse Directories

**Reporting to:** Managing Director

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**Aim of Position:**

- ◆ To leverage our existing brands and databases of suppliers and buyers to create directories which are of genuine use to buyers and of high value to suppliers and advertisers;
  - ◆ To add new skills, improve current skills and increase media business management knowledge through experience in order to move into a more senior role;
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**Key Results Areas:**

- ◆ Data collection, data cleaning and classification;
- ◆ Classified and display ad sales strategy & implementation;
- ◆ Production of directories in print and online;
- ◆ Additional directory opportunities;
- ◆ Reporting to senior management;
- ◆ Staff management;

## **CRITICAL TASKS**

**Data collection, data cleaning and classification**

- ◆ Formulate and implement an online data collection strategy and telephone follow-up which minimalises use of labour and ensures maximum data accuracy.
- ◆ Think through the best ways to classify the suppliers listed in each directory to ensure the directory is of real use to the target buyers.

**Classified and display ad sales strategy & implementation**

- ◆ Formulate and implement a concurrent classified advertising sales and display advertising sales strategy which maximises advertising revenue for each directory;

<b>Production of directories in print and online</b>	<ul style="list-style-type: none"> <li>◆ Formulate and implement the most cost effective directory production strategy which produces the highest quality directories as quickly and as cheaply as possible;</li> </ul>
<b>Additional directory opportunities</b>	<ul style="list-style-type: none"> <li>◆ Continually propose and test the viability of additional directories in new markets;</li> </ul>
<b>Reporting to senior management</b>	<ul style="list-style-type: none"> <li>◆ Formal progress report to plan/budget each monthly;</li> <li>◆ Informal weekly reports;</li> </ul>
<b>Staff management</b>	<ul style="list-style-type: none"> <li>◆ Directories team leadership;</li> <li>◆ Directories team training;</li> <li>◆ Directories team motivation;</li> <li>◆ Directories team performance appraisals; and</li> <li>◆ Directories team development in order to make oneself redundant.</li> </ul>

## **SKILLS REQUIRED AND PERSONAL ATTRIBUTES:**

<b>Skills</b>	<ul style="list-style-type: none"> <li>◆ Excellent core sales skills;</li> <li>◆ Time management and the ability to prioritise;</li> <li>◆ Ability to take on responsibility;</li> <li>◆ Excellent verbal and written communication and presentation skills;</li> <li>◆ Staff management and training skills;</li> <li>◆ Problem solving skills;</li> <li>◆ Diplomacy both inside and outside the sales team and the company; and</li> <li>◆ Strong computer skills especially in the areas of Word, Excel, &amp; Powerpoint.</li> </ul>
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>◆ Team player and leader;</li> <li>◆ Trustworthy, honest, professional and discreet;</li> <li>◆ Sense of humour;</li> <li>◆ Must enjoy a challenge;</li> <li>◆ Confidence in own ability;</li> <li>◆ Common sense and initiative;</li> <li>◆ Ability to be successful without supervision and with, at times, minimal management direction;</li> <li>◆ Ability to maintain a positive, motivational, “get things done” attitude, especially when faced with difficult circumstances; and</li> <li>◆ Strong work ethic.</li> </ul>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>◆ At least two years successful directory sales experience;</li> </ul>
<b>Required Experience</b>	<ul style="list-style-type: none"> <li>◆ At least two years successful directory sales experience;</li> </ul>