



## **POSITION DESCRIPTION**

**Position Title:** Advertising Sales Account Manager

**Reporting to:** Advertising Sales Manager

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- Aim of Position:**
- ◆ To contribute to and implement an advertising sales strategy which will exceed set short and long term commercial targets, thus establishing *Marketing* magazine and Lighthouse Independent Media Pte Ltd; and
  - ◆ To add new skills, improve current skills and increase media business management knowledge through experience in order to move into the advertising sales manager role;
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### **Key Performance Areas:**

- ◆ Revenue performance against budget
- ◆ Implementation of revenue strategy
- ◆ Reporting

## **CRITICAL TASKS**

- Revenue performance against budget**
- ◆ Ensure accurate record keeping of all client communication between all customers and all members of the *Marketing* sales team;
  - ◆ Accurate and timely forecasting; and
  - ◆ Be responsive 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 – don't agree it unless you own it;
  - ◆ Carried out the agreed revenue strategy and constantly monitor its

progress; 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 regular reports on advertising sales progress; and
- ◆ Informal regular reports on the condition of the markets in which *Marketing* operates – customers and competitors.



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

### **Skills**

- ◆ Excellent core sales skills;
- ◆ Time management and the ability to prioritise;
- ◆ Ability to take on responsibility;
- ◆ Excellent verbal and written communication and presentation skills;
- ◆ Staff management and training skills;
- ◆ Problem solving skills;
- ◆ Diplomacy both inside and outside the sales team and the company; and
- ◆ Strong computer skills especially in the areas of Word, Excel, & Powerpoint.

### **Personal Attributes**

- ◆ Team player and leader;
- ◆ Trustworthy, honest, professional and discreet;
- ◆ Sense of humour;
- ◆ Must enjoy a challenge;
- ◆ Confidence in own ability;
- ◆ 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; and