
POSITION DESCRIPTION

Position title: General Manager Lighthouse Directories

Reporting to: Managing Director

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;

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

SKILLS REQUIRED AND PERSONAL ATTRIBUTES:

Skills	<ul style="list-style-type: none"> ◆ 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	<ul style="list-style-type: none"> ◆ 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	<ul style="list-style-type: none"> ◆ At least two years successful directory sales experience;
Required Experience	<ul style="list-style-type: none"> ◆ At least two years successful directory sales experience;