**Job Description**

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| Job title: | Account Director |
| Reporting to: | Marvin Roberts, Creative Solutions Director |
| Location: | London, EC3V |
| Hours of work: | 09.00 – 17.30, Monday to Friday |
| Date of job description: | July 2017 |

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| Overview |
| InternetRetailing Media Services Limited is a rapidly growing integrated B2B media and events company with a strong portfolio of brands in niche markets, delivering quality editorial for our audiences and targeted solutions for our clients.  We are looking to expand our retail Sales team with an Account Director to work on InternetRetailing - a brand situated in the ultra-fast-growing sector of ecommerce and multi-channel retail in the UK. InternetRetailing sits within a portfolio of influential print and digital products which are used by multi-channel retailers and the companies that supply them.  This exciting opportunity encompasses telesales, face-to-face, events, digital learning and presentation experience, as well as offering advanced sales learning and training (on the job, formal and informal, analysis of sales techniques). You can expect full support from across the business (including the Research, Marketing and Digital departments), a genuine meritocracy and strong monthly commission potential and an entrepreneurial and well-balanced culture. |

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| Role and Responsibilities |
| **Mandatory Skills and Sales Performance:**   * To sell content-led and sponsorship solutions across the InternetRetailing and eDelivery portfolio. * To sell the full range of products in the portfolio, from print/digital to roundtables and C-level dinners. * Expertise of developing and strengthening relationships with existing, new or lapsed clients by gathering intelligent business and marketing insight with the goal of demonstrating how InternetRetailing can help them achieve their business solutions through effective communication solutions. * Proactively and strategically sourcing new business revenue. * Consistently delivering and exceeding monthly, quarterly and annual target revenues. Identifying new revenue streams (on and offline) to generate sustainable growth year on year. * To make agreed number of calls, trade show visits and client meetings Internationally to ensure regular contact with new and existing clients to grow revenue and market share. * Relationship management – maintain regular contact (through both face-to-face visits and telephone contact) with your client list and build excellent working relationship in order to increase each brands’ share of clients’ spend and YOY growth of all key account spend. * Sales performance – to support the Creative Solutions Director to implement the operational sales plan, to deliver/exceed against monthly, quarterly and annual sales targets. To identify and assess new product development to ensure sustainable growth in all areas. * Presentation skills – write and present pitches/proposals to a wide variety of potential clients from large corporates to small technology providers, with experience pitching to marketers, MDs and C-Suite preferred but essential. * Minimum two years’ face-to-face experience of account management, with the ability to creatively respond to brand awareness and lead gen briefs, in order to win business and market share, with first-rate experience in leveraging relationships. * Be responsible for taking InternetRetailing and eDelivery to market in a professional and dynamic manner. * Effectively use the CRM system in order to log all sales activity. * Take the lead on projects where required, ensuring they are a commercial success.   **Problem Solving:**   * Be mindful of upcoming products and workload, identifying weaknesses or possible problems before they occur and producing solutions. * Encourage and demonstrate an entrepreneurial approach.   **Organisational Skills:**   * Demonstrate the highest standard of organisational and administrative skills, as well as the ability to independently plan activities effectively in relation to both short- and long-term deadlines, as resources are available. * Demonstrate the ability to plan workload so that multiple projects are worked on/completed at any one time. * Demonstrate a high level of administrative capability, both with the CRM and also in daily activity.   **Communication**   * Communicate openly with regard to sales updates, clients and general day-to-day issues. * Maintain a sophisticated and high profile in the client market. * Share success within the team environment. |

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| Competencies |
| * A proven track record working in a digital commercial advertising environment, preferably with a publisher or media agency. * Strong project management skills, ability to manage multiple projects/campaigns simultaneously whilst maintaining/developing commercial relationships. * Exceptional commercial and digital awareness, possess a great passion for digital development and product innovations, with an understanding of how these can be translated into commercial opportunities for clients. * Establishing client objectives and presenting the most appropriate solutions, liaising with editorial, content and marketing team where relevant. * Communication – communicate clearly and listen effectively to ensure others are informed and updated. Written communication is concise and well-presented, using appropriate grammar, style and language. * Time management – effectively balance priorities to meet agreed deadlines for individual and teamwork. Demonstrate flexibility to adapt to changing business needs. * Teamwork – contribute to team objectives and share knowledge and ideas. Treat others with professionalism and respect. * Business focus and behaviour – demonstrate commitment to the values and goals of the company, using initiative and capability to ensure individual work contributes to the overall success of the company. Establish credibility and integrity in the company and the industry to influence peers and clients. Improve quality and efficiency to leverage opportunities. * Product knowledge – excellent knowledge of the company’s products and services, using this knowledge to meet client requirements, taking into account the wider market and remaining up-to-date on the competitive landscape. |