

SCHEDULE 2



POSITION DESCRIPTION

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| <b>Position Title:</b>        | <b>Account Manager</b>   |
| <b>Objective of the Role:</b> | The Account Manager’s prime objective is to achieve agreed revenue targets on a monthly basis. |
| <b>Station / Department:</b>  | Sales  |
| <b>Location:</b>              | <b>3NE &amp; EDGE FM / Wangaratta</b>  |
| <b>Reporting to:</b>          | <b>Sales Manager</b>   |
| <b>Review Frequency:</b>      | Annual performance appraisal   |
| <b>Direct Reports:</b>        | Not applicable   |

The Account Manager’s prime objective is to achieve agreed revenue targets on a regular basis. To do this they have to undertake a range of different activities: establish and develop long-term business relationships; source, identify and secure new business opportunities; fact find and take briefs from clients and prospects; generate creative solutions for clients, and present campaign proposals; make the sale; and deliver accurate reports and forecasts of revenue.

The Account Manager is expected to work closely with colleagues involved in marketing, sponsorship, promotions, events, publicity and programming. They should ensure that station output and other activities support revenue generation, and that clients receive a high quality and consistent service at all times. Although some of their work is office-based, they must also spend time out of the office meeting with key clients and prospects, gathering information, making presentations, and, when necessary, attending relevant events to network with clients or pursue prospects. The job may involve long hours, juggling many clients and prospects, knowing how to prioritise, and meeting exacting targets and deadlines.

The Account Manager must also expect an element of routine administrative work: maintaining records, producing reports and forecasts and assisting with the resolution of problems about payments and revenue collection. They are also expected to ensure that their work complies with media law, regulation and industry codes.

**Duties and Responsibilities:**

- Representing the ACE brand at market.
- Creation of new accounts and the growth and retention of these relationships.
- Cold calling, meeting with and qualifying potential clients.
- Designing integrated advertising solutions that encompass both the radio and online platforms.
- Execute, monitor and track every campaign from its inception to completion.
- Providing an exemplary level of customer service.

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- Delivering on and working beyond your KPIs.

### Essential Knowledge & Skills

- Radio Sales Executives need the following:
- Ability and desire to sell
- Ability to think creatively and generate original ideas
- Excellent writing and presentation skills
- Knowledge of the Radio market, different station and programme styles, and audience demographics
- Familiarity with the increasing range of communications platforms, and how they can be used in advertising and marketing campaigns.
- The confidence and tenacity to pursue leads, overcome obstacles, and secure deals.
- Resilience and the ability to handle rejection.
- Business acumen, and the ability to make accurate forecasts of revenue.
- Attention to detail.
- Ability to work independently but also as part of a team.
- Self-motivation and adaptability.
- Ability to work effectively under pressure, react quickly, and meet tight deadlines.
- Determination, diplomacy, and excellent interpersonal skills.
- A thorough knowledge of the law, ethics and industry regulations as they affect radio sales.
- Knowledge of when it is necessary, and how to acquire the relevant clearances and licenses, including copyright and music clearances
- Knowledge of the requirements of the relevant Health and Safety legislation and procedures.
- A high level of IT skills – particularly good word-processing and data handling skills
- A proven record in business solutions selling with any experience within the entertainment and media sector being highly advantageous.
- The ability to create compelling sales pitches.
- First-class negotiation and presentation skills.
- Exceptional communication skills with an ability to deal with people at all levels
- Excellent time management and multi-tasking skills
- A passion for the media industry

### General:

- Maintain a positive approach to business using appropriate conduct and a responsible and professional manner consistent with the standards expected by the Company and its clients at all times. This also includes maintaining a professional and business like standard of dress and personal presentation.
- The Company is an Equal Employment Opportunity Employer and is committed to ensuring a workplace free of discrimination and harassment. This commitment is based on the need to ensure our company complies with Equal Opportunity laws. Ensuring that discrimination and harassment does not occur in the workplace is the responsibility of all employees.

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- The responsibility of Occupational Health and Safety in the workplace lies with all employees. This includes conducting yourself in a safe manner and not putting yourself and others at risk, as well as complying with the company's requirements in relation to OH&S. All employees also have a duty to ensure that additional company policies, such as "non-smoking", are observed and practised.
- Follow/adhere to all lawful and reasonable instructions and requests as directed by your Manager or delegate. This includes upholding policies and procedures set by the Company, along with such policies as detailed in the Network Operations Manual.

Please sign as confirmation that you have read and understand the above detailed Position Description.

Signed by:

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_