

International Account Manager

- **Locations** – UK, Singapore, Los Angeles, Europe
- **Updated** - 09 Jun 2017
- **Category** - Sales & Commercial

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Goal

To achieve a set target for your product through the retention and growth (revenue and volume) of an existing client base and the successful closing of new business opportunities within a defined territory

Scope

Reporting to the Head of Sales, you are responsible for maximising revenues for online products through volume and yield of sales from your assigned client base. This will include;

- The management and growth of an existing business customer base in line with revenue and volume targets set out by your line manager
- The canvassing and closing of new business in line with revenue and volume targets set out by your line manager
- The proactive retention of any cancelling business
- The achievement of agreed performance and behavioral KPIs
- The active participation in and implementation of any personal or team based training
- The mentoring of new employees as and when required
- Contributing to the team ethic and being a positive ambassador for the brand

Responsibilities

Sales

- Maximise revenues from an existing client base
- Actively source and close new business leads to grow the business
- Ensure you are responsible for generating maximum revenue from your client base in accordance with targets/leads.
- Ensure all agreed activity and performance/measurement KPI's are reached within the timeframes set by your line manager
- Adhere to the minimum yield policy at all times (unless otherwise agreed with your line manager)
- Ensure that you fully incorporate the approved/trained selling methods at all times
- Provide accurate feedback on your sales performance as and when required
- Ensure your line manager is made aware of any issues re any of your clients in a prompt manner

Client

- Maintain contact with key decision makers within your client base, adhering to the agreed sales plan.
- Proactively service customers, developing strong relationships and keeping clients up to date with initiatives and developments with the brand
- Provide a professional, courteous and effective service to both external and internal customers at all times
- Maximise your face to face client meetings each month (where events/shows allow) through attendance at key events, shows exhibitions and other international travel
- Manage client queries in a swift and professional manner, liaising with all relevant people as and when required to ensure a solution is reached and any credits raised

Market

- Maintain a comprehensive understanding of your brand, its product portfolio, the market and all relevant competitor products/positioning
- Be familiar with your client's business, objectives and activity in the market
- Ensure effective use of appropriate and most up to date sales/market information including reader surveys, reader/market research studies, market share and audience/web traffic

Team

- Offer positive contributions within team discussions and meetings
- Treat all fellow team members with respect, both publically and privately
- Set a positive example to junior members of the team
- Actively participate in group or individual training
- Keep the team involved and up to date with your activity to maximise sales team revenue
- Contribute towards a positive and energized sales environment
- Be a positive ambassador for your team and brand
- To effectively liaise with other departments including editorial, credit control, accounts, production and publishing
- To be actively involved with the logistics and smooth running of our activity at the key international events/shows
- To be positive and willing to deal assist your line manager with management and administration tasks pertinent to the success of the brand – including any international editions and affiliates when necessary

Admin

- Any Sales Planning and Business Planning duties are completed accurately, with consideration for the market, trends, client activity, with strategic thinking, and on time to suit the requirements of the business.
- All data that is entered onto the sales database system must be accurate and succinct.
- Bookings must be entered accurately and succinctly on the system at every level.
- All administration set by your Ad Director must be completed accurately and on time.
- Confirmations must be sent out with every booking.
- Copy from advertisers to be managed efficiently and accurately with the production team.

Working Hours

Normal working hours are 09:00 to 17:30 each day. You may be required to work outside of the set company hours in order to best represent your product. This may include weekend and evening work e.g. client meetings, national and international shows, awards ceremonies etc.

Performance Measurement

You will be measured in a number of ways including sales results, sales database reports, call runs, feedback from training courses, on the job training, client feedback, feedback from other departments and general day to day monitoring.

These key areas of your knowledge, skill and attitude will form the basis of your formal appraisals. There may also be specific job requirements relating to your role in addition to this, which the Head of Sales will give you if necessary.