

Summary:

Prospects, introduces and signs new client accounts into the SourceMedia Group's product suite. Obtains new contracted revenue through non-advertisers utilizing all products available at SourceMedia Group including print, broadcast, online and products-to-be-developed.

Job Responsibilities:

- Actively prospect and manage named list of non-advertisers to generate new contracted revenue.
- Use audience sales strategies to capitalize on sales opportunities.
- Maintain appropriate levels of activity to create a viable, ongoing funnel to deliver the desired levels of new contracted revenue.
- Directly responsible for achieving personal level of new clients and new contract revenue for SourceMedia Group.
- Utilize needs-based selling approach to understand and diagnose appropriate use of SourceMedia products to meet customer needs and establish strong initial impression of SourceMedia capabilities.
- Manage the new client transition process to the strategic or account management teams to ensure smooth hand off and continuity of client experience with SourceMedia Group.
- Provide input and feedback to management and Product group on what is working, what is not working and what is needed to succeed in the market place from a product perspective.
- Utilize and update SourceMedia CRM tool to actively manage and organize efforts, as well as properly transition accounts to account management teams.
- Challenge processes to maximize new business development and drive organizational improvement.
- Maintain positive work environment.
- Maintains confidentiality of information.
- Be a visible face in the community and an active networker to develop relationships which will aid in business development and client satisfaction.

Skills & Attributes

Knowledge of products, systems and business rules. Must have strong relationship building skills. Ability and desire to actively prospect new accounts in person and over the phone. Must possess excellent listening and communication skills in order to understand client needs. Must be able to survive and thrive in environment of continual change and manage others through the change process.

Minimum Requirements

Associate's or Bachelor's degree in business, marketing, management or related field or equivalent work experience, plus two or more years in face to face sales experience. Strong communication skills. Ability to creatively develop solutions. Excellent organizational skills and thorough knowledge of broadcast, print and/or digital advertising. Demonstrated history of successful sales performance in a new business development role preferred. Must maintain valid driver's license and be insurable.