

Agency Sales Account Executive

Remuneration:	cost-to-company
Location:	Johannesburg, Sandown, Sandton
Own transport required:	Yes
Travel requirement:	Occasional
Job policy:	Employment Equity position
Type:	Permanent
Reference:	#Agency Sales AE
Company:	Primedia Broadcasting Recruiter

Key purpose of the role

The main focus of this role will be to run a current portfolio of key accounts, which would entail acting as a liaison between Primedia Broadcasting and our clients, ensuring customer satisfaction. Proactively addressing clients' needs and facilitating the sale process from beginning to end. Ultimately contributing to an increase in sales and maintaining our company-client relationships at a high standard. Further the role would entail growing a diversified agency client base.

Key outputs/accountability

Knowledge of own and client's brands and products, as well as the broader media industry

- To enhance and maintain an in-depth knowledge of the four radio stations' brands and products represented, as well as how brands measure up against competitors
- To enhance and maintain knowledge of clients' brands and products allowing for meaningful conversations and identification of their needs
- To keep up to date with the latest trends and developments in the media industry and update the sales team with discoveries
- To embrace social media and digital innovations and understand how they integrate with media and marketing

Active Selling and Prospecting for new business

- To proactively, consistently and on an ongoing basis, source new clients for our radio stations
- Utilizing insights and research from the R&I divisions create bespoke offerings for clients to deliver a solution to address a business challenge.
- To work closely with the Client Partner Specialists for the talk and music formats to create bespoke solutions for clients.
- To interpret a brief, develop a strategically relevant proposal for clients that has applicable innovative opportunities and present the proposals for review and approval
- To uphold the premium brand status of the PMB brands and negotiate to upsell when an opportunity is identified
- To achieve sales targets set by the General Manager of Coastal Sales

Service delivery and professionalism

- To ensure the accurate management of the clients' intel into the CRM system and pipeline to the business.
- Attend to administrative tasks related to the role in order to achieve successful campaign outcome and execution
- To negotiate for flexibility taking into account both the clients' wishes and the win-win outcome for the brands
- To resolve complaints and queries effectively and to do so as far as possible without referral to management and with minimum conflict
- To be readily available and promptly reply to calls/messages whether inside or outside of office hours from internal and external stakeholders

- To ensure that client campaigns are delivered as agreed by working inter-departmentally to achieve their outcomes and communicating timeously with clients on the process and outcome
- To build rapport and show case the stations' brands by entertaining clients as and when required.

Educational qualifications

- Matric
- Sales skills, negotiation and presentation skills courses

Required knowledge and experience

- 6-8 years of experience in Media Sales
- Proven track record of working with big Agencies (+5 years)
- Selling on digital platforms would be advantageous

Required skills

- Computer skills – MS Word, Excel, PowerPoint, Internet, Outlook
- Excellent administrative skills
- Conceptualization skills
- Negotiation skills
- Presentation skills
- Excellent time management skills
- Good interpersonal skills
- Business writing skills
- Communication skills
- Listening skills
- Problem-solving skills
- Knowledge and understanding of radio or other media

Attributes

- Exceptional communication skills
- Willingness to take calculated risks
- Adaptable/multi-task
- Strategic in thinking and outlook
- Resilient
- Exercises sound judgement - particularly under pressure
- Unwavering in the pursuit of goals - but is aware of risks, monitors progress and is not afraid to change course when needed
- Approachable and accessible
- Successful at building and maintaining relationships, internally and externally
- Self-Driven
- Innovative and proactive
- Team Player
- Attentive to detail
- Accountable
- Organised

Suitable candidates will be selected in accordance with Primedia Broadcasting's Employment Equity Policy. Correspondence will only be conducted with short listed candidates. Should you not hear from us within two weeks of the closing date, please consider your application unsuccessful.

Send your detailed CV to broadcastingcareers@primedia.co.za with the Subject Line "**Agency Sales AE**". The closing date for applications is **15 August 2023**.

Posted on 10 Aug 16:24, Closing date 17 Aug

Apply by email

Nicola Scott

broadcastingcareers@primedia.co.za

Or apply with your Biz CV

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