

URBAN : LIST

ACCOUNT MANAGER VICTORIA

Urban List is the daily habit for the culturally curious – moving millions to find more of what they love; to live their best life.

We launched from our founder's bedroom in 2011 and have since scaled to connect with audiences, brands and partners across 12 markets. We've been named among Australia's most influential cultural voices; the authority on what's now, new and next.

We stand for recommendations with cred, from a team of culture addicts you can trust, introducing brands and audiences to the lifestyle they want. It's that ecosystem of trust, influence, reach and authenticity that helps put brands at the centre of cultural conversations — and that's where you've got a big part to play.

Our Melbourne team is on the hunt for a new Account Manager. Someone who will be an energetic and solutions focussed individual whose role is key in cementing Urban List as the market leader in branded content and digital advertising solutions.

As the lead point of contact for their designated client patch, the Account Manager will strive to deliver innovative client solutions, unparalleled campaign results, valued client service, and productive long-term client relationships with both our corporate clients and their appointed agencies.

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KEY ACCOUNTABILITIES:

- Deliver media revenue targets from agency and direct clients from your allocated patch.
- Manage and nurture a pipeline to ensure constant opportunities to convert to revenue.
- Build and sustain key long-term relationships with top tier clients and media agencies.
- Ensure prompt responses to all inbound briefs and sales enquiries.
- Proactively pursue new revenue opportunities and develop materials that encourage advertising bookings.
- Develop a sales plan that achieves the optimal balance between revenue and sales costs and delivers revenue targets.
- Develop proposals aligned with existing products or approved new product offerings.
- Delivering consistently excellent account management results – for both the Agencies and our corporate clients.

THE MUST HAVES:

- Min. 5 years in digital media account management & sales, with proven success in delivering branded content campaigns for agencies and brands.
- Demonstrated ability to communicate, present and influence credibly and effectively at all levels of the organisation, including executive and C-level.
- Strong existing relationships with media agencies and brand contacts are highly regarded.
- Proven ability to manage multiple projects at a time while paying strict attention to detail.
- Experience in managing an internal sales pitch team to deliver exceptional results – for the business and for the client.

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- Strong relationships and collaboration with internal stakeholders is crucial to ensuring all opportunities are co-aligned with the broader business objectives and editorial direction..
- Excellent listening, negotiation and presentation skills.
- Excellent verbal and written communications skills.

APPLICATION PROCESS

Please send a cover letter, including one brand you think would be an ideal client for Urban List and a copy of your CV to, State Sales Manager, Tilly Wills on nwills@theurbanlist.com .

Applications close 30 June 2021.