

OUTinPerth

Job Description Form

Title: Business Development Manager

The Position: This sales position is focussed on selling a variety of advertising options to clients. Print products include display advertisements, classifieds and community group listings. Online products include web banners, email campaigns, audio and video tags and social media campaigns.

The Business Development is responsible for ensuring the revenue created by the products is developed and maintained in a manner that allows the sustainable growth of the business.

Cold calling, developing new customer relationships and providing effective service to established clients is central to the role.

The Business Development Manager must ensure that the quality of service is free of errors and delivered to client's expectations.

Reporting: The Business Development Manager reports to the Publications Manager.

Products: OUTinPerth magazine and online, Q-Pages, new products as developed.

Key Relationships:

Internal:

General Manager
Publications Manager / Editor of OUTinPerth
Journalist
Accounts Officer
Graphic Designer
Web Designer

External

S/M/L businesses/Government and NGO clients
GLBT community leaders/organisations
Media agencies and publicists
Other relevant agencies as required

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Key Result Areas

- Ensure that sufficient revenue is created by sales of products across all media-platforms.
- Cold call prospective clients and establish new business
- Ensure all advertising sales are correctly contracted, artwork sourced and produced in the publications without any faults.
- Ensure that all sales are billed correctly and client accounts are kept in order.

Client Development and Consultation 65%

- Develop and maintain complete understanding of advertising products currently available in OUTinPerth and other publications in both print and digital platforms.
- Maintain thorough knowledge of target market and trends to best inform clients as to maximising efficacy when implementing advertising strategies with OUTinPerth
- Ensure sufficient revenue is generated on a monthly basis.
- Ensure all clients' accounts are maintained and invoices are promptly paid.

Partnerships and Relationships 10%

- Provide excellent products and client services to build and maintain excellent relationships with advertising clients in order to develop a stable of key clients.
- Develop and maintain excellent relationships with the GLBT community, especially key venue owners, community group leaders, key 'personalities' and event managers ensuring services provided are meeting these key client expectations.
- Liaise and consult with community regularly to inform campaign development and evaluation.
- Liaise with advertising agencies and industry press to maintain up to date knowledge of trends that will have an impact on advertising and product support. Ensure that agencies have up to date and timely information regarding OUTinPerth services and that bookings and follow up meet agency expectations.
- Participate in promotion and public relations activities for OUTinPerth and clients as required, including regular attendance and representation of OUTinPerth at key community event including the queer Business Network.

Organisation Management 20%

- Ensure all sales records and client relationship database are accurately maintained.
- Liaise with editor, graphics team and accounts and ensure essential information is provided to all team members.

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- Assist Editor in monitoring the achievement of qualitative and quantitative targets for client services team.
- Utilise outcomes of evaluation, industry knowledge, and GLBT community experience to inform development of Client Services team and therefore OUTinPerth and its service to clients – both readers and advertisers.
- In consultation with Editor assist in developing policies, procedures and resources underpinning strategic plans for advertising that support the community and financial objectives of OUTinPerth.

Other 5%

- Performs other duties as directed.

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Selection Criteria

The successful candidate for this position must be able to demonstrate the following:

Required Qualifications:

No specific qualification required however role specific requirements essential

Role Specific requirements:

Extensive experience in a print and web media sales environment, with a focus on developing a stable client base through rapport building and providing exceptional client services.

Extensive experience with, and a sound understanding of and respect for, the issues, concerns, organisations and cultural values of the Gay, Lesbian, Bisexual, Trans and Intersex community.

Communication skills including interpersonal, persuasive, negotiation, and listening skills.

Experience co-ordinating the production of advertising materials and campaigns for and on behalf of media clients, including development of sales tools, taking client artwork briefs, liaising with graphics and editorial team, establishing client approval and evaluating the success of such.

Sales skills including targeted questioning, problem solving, overcoming objections and closing.

Experience in client/ community liaison and networking with a diverse clientele.

Experience in administration, including fluency in use of Excel, Word, and familiarity with CRMs.

Required Personal Characteristics:

Commitment to the worth, dignity, contribution and rights of GLBT people.

Values people, partnerships and teamwork.

Embraces and respects diversity and demonstrates the ability to interact respectfully and engagingly with diverse range of people.

Able to manage workload to meet targets and deadlines.

Ability to motivate and develop team to meet team goals.

Ability to develop practical and efficient solutions to information and service management.