

Culture Calling Account & New Business Manager

Job Description

The role of Account & New Business Manager is a key position within Culture Calling's Client Services team, contributing substantially to the success of the company. This person must be able to confidently manage an existing portfolio of established clients, attending to all of their requests across the product portfolio, as well as source and secure new business for the organisation.

The role is ideal for someone who is looking to forge a career for themselves in the arts and has experience in a selling/client management role. As a sales-driven company, Culture Calling's success depends on the dedication and commitment of its Client Services Team. The Account & New Business Manager role is directly responsible to the Head of Culture Calling.

Responsibilities

- Creatively consult with clients on their print, ambient, research, and digital marketing requirements and prepare written proposals accordingly to meet these needs
- Sell the most appropriate service to new and current clients on the telephone and in person; ensuring that client spend is maximised
- To liaise with other departments and ensure the smooth operation of our clients' campaigns
- To achieve sales targets as part of a team set by month on a quarterly basis
- Identify new leads and develop business, sourcing new clients through research and tracking
- Undertake client courtesy calls and provide feedback to clients
- Keep the database of your clients up to date and accurate
- To keep abreast of developments in the Arts marketing and cultural sector
- Represent the company at various events whilst maintaining goodwill for the company's services
- To adhere to Culture Calling's values in all areas of the role and in all dealings with clients, suppliers and colleagues
- To undertake any other such duties as may be deemed appropriate to the role of Account Manager
- To assist the Head of Culture Calling with tasks as required

Person Specification

- A confident, pro-active, articulate individual with excellent negotiation and persuasion skills
- Ability to conduct consultative meetings both face to face and on the telephone
- Ability to grasp the key aspects of client relationship management
- An energetic and ambitious person who wishes to progress through promotion within the company
- An individual with a strong interest and good knowledge of the arts and leisure scene nationwide.
- Fluent in both spoken and written English
- Intermediate to advanced IT skills; preferably with knowledge of databases
- A good team player

Additional/Desirable Experience

- Understanding of social media, digital and word of mouth marketing
- Experience of a variety of software packages such as InDesign, Flash, Final Cut and Photoshop
- Copywriting or journalism experience

Starting salary £22,000 – £27,000 based on experience + commission based on targets hit.

Closing date: 27th November 2016

For further general information see our B2B sites:

www.londoncallingarts.com

www.culturecalling.co.uk

and our B2C site: www.londoncalling.com

If you are interested please provide a short CV that summarises your background and experience, along with a brief note (maximum 350 words) on what makes you a strong candidate for the individual posts. Applications should be e-mailed to tbutler@londoncalling.com.

Closing date 27th November with interviews being held in early December.