

## **Capitol File Magazine**

### **Job Description**

**Job title:** Account Director Luxury Brands

**Location:** Washington, DC

**Reports to:** Publisher

#### **PURPOSE AND DESCRIPTION OF JOB**

Responsible for generating income through the sale of advertising into publications and/or digital/event platforms by increasing revenue for existing accounts and by prospecting new accounts under the direction of the Publisher. Please note that no position at Capitol File is static, and job functions and priorities will change as the needs of our company evolve.

#### **ESSENTIAL FUNCTIONS**

##### *Description of Function*

1. Builds and maintains ad revenue for publications by continually prospecting for new accounts, leads and sales opportunities on the phone and in person.
1. Services all existing active accounts by maintaining constant contact with clients to ensure that we are meeting and/or exceeding their expectations.
2. Maintain a weekly call list which should include prospects and clients contacted, scheduled meetings and likelihood of a signed contract to be reviewed and discussed with publisher on a regular basis.
3. Manages account database, including prioritizing and organizing sales calls to maximize business.
4. Proactively communicates account and sales information to management and sales team.
5. Conducts regular analysis and forecasts on accounts and sales information.
6. Develops and articulates advertising strategy in response to product objectives.
7. Designs and maintains an advertising program that spans all types of media opportunities.
8. Using research of clients as a guide, prepares sales presentations, budget recommendations, and creative ideas for prospects and current clients.
9. Follows-up on traffic and production of ads to ensure proper placement and that the correct ad is being run.
10. Aggressively pursues new business by independently generating leads, and following up on leads provided by management.
11. Regularly reviews competitive media and identify prospects and opportunities presented in them.
12. Tracks sales in CRM/database and ensure that input of all data is correct.
13. Develops and maintain both local direct and agency accounts.

14. Build relationships in the community to assist the magazine reach revenue goals.
15. Develops and utilizes current non-traditional revenue (i.e. sponsorship) opportunities to generate revenue.
16. Works with clients and finance to ensure timely payment for all sold and/or assigned accounts.
17. Represents the company at client and company events to promote business.
18. Completes all forms and processes paperwork for assigned accounts according to company specifications to ensure proper handling of accounts.
19. Other projects and duties as assigned.

### **OTHER FUNCTIONS**

Candidates who cannot perform some or all of these duties because of disabilities will nevertheless receive full consideration for the job based on their ability to perform essential functions.

1. Keep Publisher informed regarding account and market conditions.
2. Maintains involvement in and represents the company in community industry-specific groups and organizations as approved by Publisher.
3. Other duties as assigned.

### **MINIMUM REQUIREMENTS**

The following are required to enable job holders to perform the essential functions of the job.

#### **(1) Skills/knowledge**

Ability to navigate sales system.

Knowledge of sales market and competitors in local market.

Ability to operate a computer and Microsoft Office programs (Word, Excel, Powerpoint) and Gmail

#### **(2) Experience/education**

Bachelor's degree (B. A.) from four-year college or university; or eight - ten years related experience and/or training; or equivalent combination of education and experience.

Prior experience with luxury brand products and clients.

#### **(3) Physical effort and dexterity**

Note: Candidates whose disabilities make them unable to meet these requirements will still be considered qualified if they can perform the essential functions of the job with reasonable accommodation.

Regularly required to walk and stand

Frequently required to sit and lift and/or move up to 25 pounds.

**(4) Visual acuity, hearing, speaking**

Note: Candidates whose disabilities make them unable to meet these requirements will still be considered qualified if they can perform the essential functions of the job with reasonable accommodation.

Regularly required to talk or hear.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

**(5) Environment and scheduling**

Scheduled hours are Monday – Friday, 9:00am to 5:30pm with a thirty minute unpaid lunch.

Overtime hours outside business hours will be required.

The noise level in the work environment is usually moderate.

The employee regularly works in an office setting and occasionally travels to client locations and may be exposed to outdoor climates.

**Competencies**

To perform the job successfully, an individual should demonstrate the following competencies:

1. Design - Generates creative solutions; Demonstrates attention to detail.
2. Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.
3. Customer Service - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service ; Responds to requests for service and assistance; Meets commitments.
4. Interpersonal Skills - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.
5. Oral Communication - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
6. Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
7. Quality Management - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.
8. Business Acumen - Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.

9. Cost Consciousness - Contributes to profits and revenue; Conserves organizational resources.
10. Diversity - Demonstrates knowledge of EEO policy; Shows respect and sensitivity for cultural differences; Promotes a harassment-free environment.
11. Ethics - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
12. Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.
13. Strategic Thinking - Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.
14. Judgment - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.
15. Motivation - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.
16. Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Develops realistic action plans.
17. Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
18. Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.
19. Quantity - Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Works quickly.
20. Safety and Security - Observes safety and security procedures; Reports potentially unsafe conditions; Uses equipment and materials properly.
21. Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.
22. Attendance/Punctuality - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.
23. Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.
24. Initiative - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.
25. Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents

ideas and information in a manner that gets others' attention.

It is not the intention of this position description to limit the specific duties of this job, but rather to describe the major responsibilities and activities associated therewith at the time the position was prepared. As our company changes, as its needs change, or simply with the passage of time, the specific task and responsibilities which comprise any job also tend to undergo changes. Such changes may consist of additions to, reductions in, or substitutions of duties and responsibilities.