# Job Description

## GROUP ACCOUNT MANAGER

<table>
<thead>
<tr>
<th><strong>Department</strong></th>
<th>Commercial, Guardian Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reports to</strong></td>
<td>National Sales Director</td>
</tr>
<tr>
<td><strong>Normal location</strong></td>
<td>Sydney</td>
</tr>
<tr>
<td><strong>Terms and conditions</strong></td>
<td>Permanent, full-time</td>
</tr>
<tr>
<td><strong>Purpose of the role</strong></td>
<td>To generate revenue from allocated clients and agency patch using all available Guardian products and platforms</td>
</tr>
</tbody>
</table>

### Key responsibilities and accountabilities

- Represent Guardian Australia to portfolio of key agencies and clients in order to hit designated revenue targets
- Have knowledge of all Guardian products including display, content and programmatic in order to meet demands of agencies and clients
- Develop relationships within agency and client groups to ensure the Guardian message is understood by all stakeholders involved in the decision making process
- Ensure all clients and agencies are kept up to date with relevant information about the Guardian Australia through regular meetings and presentations
- Respond to clients’ needs in a creative and innovative manner
- Generate new business and contacts through pro-active meetings and ideas with agencies and clients
- Business plan and forecast accurately on agency patch
Key contacts and relationships (internal and external)

Internal - GA commercial: sales, production, delivery and operations teams.

External - media agencies, clients, sponsorship, content and marketing agencies, creative agencies and PR agencies

PERSON SPECIFICATION

Knowledge and experience

- Educated to degree level or equivalent
- Good knowledge of the Australian Media Landscape, with 2+ years experience in digital media in a sales environment
- Existing contacts within media agencies and digital teams
- Strong technical knowledge of digital advertising across all platforms especially desktop, mobile and tablet
- Proven track record in a sales environment, with track record of achieving budgets consistently
- An understanding of the automated trading marketplace in Australia and the changes that are currently taking place in how digital media is traded
- Understanding of the editorial integrity of the Guardian
- A strong interest in, and understanding of the Guardian brand
- Educated to degree level or equivalent
- Good understanding of technology an advantage

Skills / behaviours

- High energy self starter with “can do” attitude
- Excellent presentation skills
- Delivery focussed and ability to find creative solutions to problems
- Verbal reasoning skills
- Lateral thinker
- Experience in proposal writing
- Capable of working quickly in a fast changing environment
- IT skills (Office, Mac, Gmail, and Google products)

This job description is a guide to the work you will initially be required to undertake. It summarises the main aspects of the job but does not cover all the duties that the job holder may have to perform. It may be changed from time to time to meet changing circumstances. It does not form part of your contract of employment and as your experience grows, you will be expected to broaden your tasks, suggest improvements, solve problems and enhance the effectiveness of the role.