



Account Manager

Job aim

Sell Impact's range of marketing to services to a diverse customer base by maintaining and developing relationships with Impact's key accounts as well as generating new business within the arts, leisure and heritage industries

About Impact

Impact has been providing marketing services to the arts and entertainment industries for over 20 years. Our clients include the National Theatre, Sadler's Wells, the Bfi, English Heritage, The British Museum and numerous West End plays and musicals. We offer a wide range of services from leaflet and poster display to guerrilla marketing, on-street promotions and video marketing to enable our customers to communicate with their potential audiences. We offer audience profiling and use the latest research tools including Experian's Mosaic classifications system and TGI data to ensure we're targeting the right people.

To find out a bit more about who we are and what we do, have a look at our website www.impactideas.co.uk

Job Summary

Our business development team are responsible for advising our customers on the most effective use of their print and confidently selling our services to new customers within the arts and leisure sectors.

Job description

- Build strong relationships with Impact's key customers
- Maintain regular contact with existing customers
- Attend client meetings and give presentations as necessary
- Devise appropriate and insightful campaigns for existing and prospective customers which maximise client spend
- Ensure delivery of excellent customer service
- Research leads and generate new business for Impact within existing markets
- Represent Impact at conferences and events as requested
- Strive to achieve monthly team sales targets
- Liaise with other departments to ensure each campaign is carried out efficiently
- Provide feedback on completed campaigns
- Provide content and ideas for company's website and social media channels as requested

Person specification

Essential

- Dynamic, tenacious and persuasive
- A proven track record in sales or account management
- A good knowledge of and interest in arts & culture
- Ability to communicate on a peer-to-peer level with staff in those industries
- Excellent organisational skills
- The ability to perform under pressure and to meet strict deadlines
- Excellent negotiation and presentation skills
- Impeccable written and verbal communication skills
- High level of numeracy

Desirable

- Educated to degree level
- Familiarity with research tools and data sources such as MOSAIC and TGI
- An understanding of digital marketing and the use of social media channels

Reports to

Director of Business Development

Salary

£24,000 plus quarterly/annual bonus scheme

To apply

To apply please send us copy of your CV and a letter telling us why you are the right person for the job to emma@impactideas.co.uk Ref: Account Manager

Closing date

Friday 24th February 2012