

# Interactive Key Account Manager

Customer & Commercial

<b>Title:</b>	Interactive Key Account Manager
<b>Division:</b>	Sales
<b>Location:</b>	Wellington/Auckland
<b>Responsible to:</b>	Sales Manager
<b>Date:</b>	Updated February 2025
<b>Code:</b>	17101

## Purpose

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To maximise revenue opportunities through the sale of advertising space, data and content sponsorship.

To build and maintain profitable and resilient relationships with key clients to ensure the achievement of the Interactive business targets and delivery of revenue growth MetService.

## Accountabilities

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1. Manage a portfolio of direct account to grow new business and maximise revenue growth for MetService.
2. Manage the portfolios' advertising agency relationships ensuring all contractual arrangements and obligations with MetService are met.
3. Maintain and implement client plans for key account clients to maximise revenue and customer satisfaction.
4. Manage individual campaigns for clients from creative supply to reporting to ensure a high level of customer service.
5. Prepare and present presentations to advertising agencies to keep the market up to date with new advertising opportunities and increase MetService visibility within the media industry
6. Agree, set and achieve financial targets and business objectives for the assigned markets that are consistent with the divisional business plan.
7. Contribute to the development and delivery of strategic and business plans for Interactive products and services through regular communication with the people leader and Product team.
8. Attend industry events to champion MetService in market to maintain and increase visibility as the best media offering with both agencies and clients direct.
9. Maintain a robust sales pipeline in CRM and in market at all times actively undertaking new business as required on a regular basis to maintain and grow revenue for the interactive business unit.
10. Ensure familiarity with the MetService's current Safety Management Systems and Health & Safety Commitment. Take all practicable steps to ensure the personal safety and that of others, ensuring any actions do not cause harm.

## Key Relationships

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### **Internal:**

- Interactive group
- Sales colleagues
- Communications
- Sales Management team
- Finance
- Digital Division

### **External:**

- Advertising agencies
- Industry marketing managers
- Industry bodies and leaders
- Direct clients

### **Staff Responsibility:**

Direct Report: Nil

Indirect Report: Nil

### **Financial Responsibility:**

Budget: Revenue approx. \$1.5 million to \$2 million

Delegated Authority: Nil

**Knowledge, Skills & Qualifications:**

**Essential:**

- Proven sales experience in a marketing and/or sales background. A minimum of 5 years first hand industry experience in the NZ Advertising Market.
- An in-depth knowledge of the online marketplace and the online advertising market.
- Good numerical skills coupled with a strong analytical ability to accurately assess and apply market intelligence information.
- Strong written and interpersonal communications skills.
- Ability to build effective relationships internally and externally.
- Proven sales and customer management record
- A team player, ready and willing to contribute to a team effort.
- Strong time management skills. Can plan to meet deadlines and targets.
- Self motivated and able to self direct.
- Excellent presentation skills.
- Proficient with using Microsoft's Word, Excel and other presentation applications.
- Constructively relates to a wide range of people with open-mindedness and solutions orientated focus.

**Desirable:**

- Undergraduate degree in marketing or an appropriate alternative tertiary qualification.
- Understanding of Programmatic vs Direct digital buys and how this works.
- Experience in both Advertising agency and direct client sales.

**Other Requirements:**

**Note:** *The requirements of this position description may change from time to time to meet operational or other requirements.*

Our Values	Values in Action	Values Descriptor
<p><b>ADAPTABILITY AND FLEXIBILITY</b></p> <p>To be flexible and adaptable in response to, and ahead of, changes in conditions and stakeholder needs.</p>	<p><b>Embrace Change</b></p> <p><b>Optimise our Business</b></p>	<p>Recognises that change is at the core of our business. Knows how to make change work, by thinking ahead or being open minded to new ideas.</p> <p>Makes the most of our business opportunities. Is responsive, makes smart decisions and positions our business to achieve its goals.</p>
<p><b>THE POWER TO SHINE</b></p> <p>Having the skills, abilities, drive and support to do a great job.</p>	<p><b>Recognise Success</b></p>	<p>Takes the initiative to bring out the best in themselves and others. Celebrates successful outcomes.</p>
<p><b>EVERYONE IS VALUED</b></p> <p>To appreciate equally the value of everyone working at MetService and their individuality.</p>	<p><b>Collaborate</b></p> <p><b>Respect All</b></p>	<p>Actively contributes to a work environment where together we achieve our goals. Openly communicates and cooperates with colleagues, customers and suppliers.</p> <p>Recognises and shows a genuine appreciation for the strengths and opinions of others. Engages in debates in a respectful manner.</p>
<p><b>ACHIEVEMENT</b></p> <p>To achieve something noteworthy and admirable through meeting challenges both personally and professionally.</p>	<p><b>Take Ownership</b></p>	<p>Takes responsibility for their own decisions and actions. Always works with the best business interests of MetService at heart.</p>
<p><b>FREEDOM TO ENJOY LIFE</b></p> <p>Working for a financially successful company with a sustainable future.</p>	<p><b>Support Growth</b></p> <p><b>Enable Innovation</b></p>	<p>Future focused or an advocate for continued improvement where we learn from experiences and mistakes.</p> <p>Supports a climate of creativity and new ways of doing things.</p>