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# position description

## Account Manager & Business Development

### Reports to:

General Manager: Sales & Marketing

### Position purpose:

For 12 months, this role will shadow our Account Manager who will be retiring late 2017. During this time the Account Manager will introduce you to key clients and provide print training in readiness to take over these accounts.

The key purpose of this role is to manage existing accounts within the Lutheran Church community, not-for-profit sector and education sector. The role will develop new business from targeted markets, in accordance with the Sales and Marketing objectives of the company, with a particular focus on History Publications. The person will develop mutually beneficial customer relationships and provide service levels which results in referrals, repeat business and profitable sales growth.

## Key Responsibilities and Accountabilities:

### Account Management

- Responsible for managing existing accounts
- Ensure the transition from the existing Account Manager is seamless
- Grow existing accounts by offering our full range of products and services
- Ensure job specifications are clear and precise in order to provide accurate estimates and ensure minimal non-conformances
- Responsible for understanding History Publication layout and formatting particularly regarding family tree structure

### Business Development

- Plan and prioritise personal sales activities and prospect/client contact towards achieving agreed business objectives
- Responsible for developing History Publications activity within the self-publishers market
- Organise, attend and exhibit at Genealogy conferences
- Responsible for prospecting and generating new sales opportunities within our target markets
- Keep weekly sales contact sheets
- Carry out and support sales and marketing activities, eg: new products or services, promotions, seminars, advertising, exhibitions and telemarketing

working with you...