



openbook howden
print & design

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position description

Account Manager & Business Development

Reports to:

General Manager: Sales & Marketing

Position purpose:

To manage existing accounts and develop new business from targeted markets, in accordance with the Sales and Marketing objectives of the company. To develop mutually beneficial customer relationships and provide service levels which results in referrals, repeat business and profitable sales growth.

Print training will be provided along with a client induction and handover of key accounts.

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 publication and print specifications

Business Development

- Plan and prioritise personal sales activities and prospect/client contact towards achieving agreed business objectives
- Responsible for developing sales activity within the self-publishers market
- Organise, attend and exhibit at 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
- Respond to and follow up sales enquiries using appropriate methods
- Monitor and report on market and competitor activities and provide relevant reports and information

Key attributes

- High attention to detail
- Ability to interpret visual and written communications
- High levels of customer service
- Excellent verbal and written communication skills
- Personal integrity that matches our company brand values
- Ability to determine new opportunities
- Driven to set and achieve goals
- Commitment to self-improvement
- Ability to work independently
- Respect for the wider team

working with you...