**ADVERTISING ACCOUNT MANAGER**

The Warren Group – publisher of *Banker & Tradesman* and many successful custom trade publications – is seeking an advertising account manager to join our highly respected sales team. The ideal candidate should have prior sales experience, and demonstrate sharp presentation skills with a craft for closing. Must be extremely proficient in managing a diverse category of accounts, and strong organizational skills are a must. The Warren Group serves industries that include banking, finance, real estate, CPA, and construction. This is a salary plus commission position, starting compensation from $55,000 to $65,000, with room for growth.

Please send resume and cover letter to:

George Chateauneuf

Director of Business Media

The Warren Group

280 Summer St Boston, MA 02210

617-896-5344

[gchateauneuf@thewarrengroup.com](mailto:gchateauneuf@thewarrengroup.com)

**Job Description – Advertising Account Manager**

Founded in 1872, The Warren Group is a family-owned company known for its award-winning newspapers and custom publications, and recognized as New England's most trusted source of information, data and online tools for real estate and financial professionals. The Warren Group publishes *Banker & Tradesman*, *The Commercial Record*, and many successful custom trade publications, produces numerous events annually, and is looking for an Advertising Account Manager. This is an exciting and critical position on our dynamic team.

Reports directly to the Director of Business Media.

**Responsibilities (not limited to):**

**Summary:** TheAdvertising Account Manager is responsible for selling display advertising space for publications in print or on the Internet, selling participation in TWG events, and managing account relationships with advertisers and agencies.

**Essential Duties and Responsibilities:** include the following:

* Primary duty is to promote, solicit and convince clients to enter into contracts to purchase The Warren Group goods and/or services;
* Prepares list of prospects from leads in other publications or Web sites and from old accounts;
* Obtains pertinent information concerning prospects' past and current advertising for use in sales presentation;
* Prepares or supervises preparation of sample layouts and copy with headings for print or banner ads;
* Contacts and visits prospects to point out advantages of own publications or Web site, and exhibits prepared samples;
* Confers with advertisers to determine timing of ad insertions and reinsertions or impressions;
* Presents and negotiates rates with client;
* Prepares and signs client contracts;
* Prepares or supervises preparation of ad layout for print or banner ads, and presents to client for approval;
* Notifies current and potential advertisers of opportunities of interest, such as a related topical article or issue of a publication;
* Enters new customer data and other sales data for current customers into computer database;
* Develops and maintains relationships with purchasing contacts;
* Investigates and resolves customer problems with insertions;
* Attends a minimum of six (6) offsite meetings with customers or industry professionals (May include trade shows, seminars or membership meetings.);
* Off-site travel required.
* Must have valid driver’s license.
* Other duties may be assigned as required and assigned by the Director of Business Media.

**Core Competencies:**

* Experience in the publishing and/or advertising industry.
* Experience in an Advertising Account Manager role.

**Organizational Competencies:**

* Performs job duties and responsibilities optimally;
* Works well in a team environment;
* Treats others with respect;
* Has a high degree of work ethic;
* Seeks increased responsibilities and volunteers readily;
* Represents the company positively and professionally, both internally and externally.;
* Shows good judgment;
* Seeks and conveys ideas to improve and promote quality;
* Reacts well under pressure;
* Able to deal with frequent change, delays, or unexpected events;
* Is consistently at work and on time and delegates responsibilities to cover absences;
* Meets challenges with resourcefulness.

**Qualifications:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed above and below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Education and/or Experience:**  Associate's degree (A. A.) or equivalent from two-year college or technical school; or at least two years related experience and/or training; or equivalent combination of education and experience.

**Language Skills:**  Ability to read, comprehend and author business correspondence, E-mail and memos as well as speak English clearly to all levels of the organization as well as to outside business contacts.

**Mathematical Skills:** Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

**Computer Skills:**

* Intermediate word processing skills;
* Basic database, industry-related software, e-mail and Internet software skills;
* Some spreadsheet software skills.

**Work Schedule:** Normal work schedule will be Monday through Friday at The Warren Group offices, during regular business hours of 8:30 a.m. to 5:00 p.m., though it may vary to accommodate attendance at off-site meetings and events. Position will require travel.

**Work Environment:** Publishing, Real Estate, Banking…all very exciting, innovative areas to be working and that employment at The Warren Group provides. We nourish a team-environment, where ideas and willingness to “go the extra mile” are recognized. The Warren Group is an equal opportunity employer who supports a friendly, quiet workspace, free of harassment. We are located in Downtown Boston, close to South Station.

George Chateauneuf

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