

**Job Title: Account Manager - Sales**

**Company: Modern Dog Inc. & Modern Cat Inc.**

**Location: Vancouver, BC**

**Date Posted: July 6, 2015**

### **Account Manager**

Modern Dog and Modern Cat magazine are looking for a motivated and team-oriented **Account Manager**. This is an inside sales position at our office in Railtown (Vancouver), Monday - Friday, 9am to 5pm.

Do you excel at helping brands meeting their marketing needs? Do you have a creative mind and the drive to sell print and digital spaces to brand partners of all sizes? From print and digital advertising to contest sponsorships and creative, outside-the-box marketing opportunities, the advertising options for our clients are ever-evolving. At Modern Dog and Modern Cat we offer a positive, team atmosphere and a congenial environment where each team member is valued. We strongly believe that each individual contributes to the success of the company.

If you have a proven ability to close sales and manage a client base, to establish and maintain organizational systems, love dogs and cats, and have the qualifications outlined below, we want you!

The ideal candidate will be fully computer literate and preference will be given to those having a post-secondary education in one of the following areas:

- Commerce
- Marketing
- Communications

### **Duties and Responsibilities**

- Meeting or exceeding sales targets on a monthly/quarterly/annual basis, across defined goals for print and digital properties
- Building relationships with advertisers, prospecting new advertisers (i.e., researching and qualifying new prospects via phone, trade shows, emails, directories)
- Contributing innovative and interesting content ideas at editorial meetings
- Developing strategic relationships by identifying new business opportunities & offering cross-platform marketing solutions built on Modern Dog and Modern Cat's digital and print assets
- Accurately and thoroughly completing all contracts, forms, sales reports, diligently updating client account information through appropriate channels

- Responding to sales inquiries via the phone or email in a timely and professional manner
- Acting as a liaison between clients and Accounting and Production departments
- Some travel for tradeshows and other events

## Qualifications

- Strong interpersonal and communication skills combined with the ability to prioritize and meet strict deadlines; multitask; and work independently.
- Proficiency with Outlook, Excel, Word and general internet browsing are essential (experience using Salesforce is considered an asset)
- Proven ability to generate leads, work with clients, and close sales
- Superior writing skills are essential for success in this position. In addition to client communications, the Account Manager may be involved in crafting promotional messages for sales campaigns via a third party email client.
- Please note a strong working knowledge of the English language is mandatory for this position.

Preference will be given to those candidates who possess the qualifications listed above along with a:

- love for dogs/cats/animals
- good attitude (i.e., enthusiastic team player)
- positive outlook
- tactfulness
- a proven ability to close sales
- resourcefulness
- helpfulness
- a drive to succeed

Modern Dog and Modern Cat magazines are print publications with robust digital components. Account Managers must be comfortable selling advertising for both streams. A working knowledge of web analytics and an understanding of digital marketing strategies are considered assets for this position.

This is a commissioned sales position (base salary + commission). Modern Dog and Modern Cat also provide extended health benefits and quarterly bonuses.

Please apply with cover letter and resume to [resume@moderndogmagazine.com](mailto:resume@moderndogmagazine.com) (with the subject line: **Account Manager**). Only those candidates that have been short listed for an interview will be contacted.

Thank you for your interest in Modern Dog and Modern Cat!