

BOAT

International Media

ACCOUNT MANAGER

Fort Lauderdale, Florida, United States

DESCRIPTION

Boat International Media is the market leading media company for the superyacht sector. Our fast-developing print, digital and events strategy has created an opportunity for an additional Account Manager.

After redeveloping our core products over the past few years, and due to ongoing success, Boat International Media is looking to strengthen its commercial team. Applicants should have a minimum of two years of sales experience.

Account Managers are expected to manage relationships with specific clients, and undertake business development work, including winning new clients and growing revenues through offering new, creative solutions to existing clients.

REQUIREMENTS

Key role responsibilities

- Achieving monthly and annual sales targets
- Understanding client needs and proposing appropriate solutions – across print, events and digital
- Developing excellent relationships with clients
- Prospecting and generating new business
- Accurately forecasting revenues
- Effectively managing pipeline of clients for short, medium and long-term success
- Help with the development of new and innovative products
- Work in tandem with editorial team to ensure a seamless service to our commercial partners and clients
- Attend events and boat shows to represent Boat International Media

Essential skills and experience

- A positive, tenacious attitude
- Team working skills, coupled with the ability to be self-reliant
- Proven track record in commercial sales – Two years minimum sales experience required
- Experience within marine environment is valued but not required
- Business development skills (including verbal and written)
- Strong negotiator
- Familiarity with CRM systems (Salesforce or similar preferred)
- Effective communication skills including excellent presentation skills, confident telephone manner and strong, enthusiastic presence when meeting with clients face to face
- Bachelor's (or equivalent) degree required
- Excellent PC skills (Excel, Powerpoint, Office 365, etc.)
- An interest in sailing and/or yachting
- Domestic/International travel required

The person

- A positive and enthusiastic approach to work
- Determination to convert conversations into sales
- Willingness to learn and take on new ideas to grow your client base
- An ability to take constructive criticism and to apply necessary changes
- Self-motivated and disciplined work ethic
- Team playing qualities while remaining competitive in a shared goal
- Excellent personal standards, including timekeeping and appearance

BENEFITS

The rewards are excellent. In addition to an attractive salary and benefits package, it's an exciting career opportunity where personal growth and advancement is aligned to the rapid development of this highly successful company.

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