



Position: Account Executive, RedPoint Media Group Inc.  
Location: Calgary  
Deadline: Friday, June 25, 2010

RedPoint Media Group Inc. invites applications from motivated, energetic individuals for an Account Executive to sell a new health and wellness magazine for Albertans. Based in Calgary, this position is responsible for meeting sales goals targets, and ensuring client satisfaction. Reporting to the Sales Manager, responsibilities include but are not limited to:

- Selling advertising space in multiple publications;
- Selling online advertising on applicable websites;
- Meeting or exceeding sales targets on a monthly, quarterly and yearly basis;
- Managing an account list with attention to prioritizing business, identifying opportunities and efficiently managing time
- Prospecting for new business; adhering to the guidelines for listing new business with RPM
- Overseeing the collection of ad material; working with the Traffic and Production Departments to ensure all production is received on schedule;
- Managing proofs and changes with the client; obtaining final sign off from the client;
- Liaising with Traffic Coordinators to ensure changes are clear;
- Ensuring all advertising insertions are accompanied by a signed contract;
- Ensuring clients stay within the terms of the contract;
- Acting as a liaison between the client and RedPoint; managing client issues, liaising between the client and production;
- Delivering new magazines to clients upon publication; utilizing the delivery time effectively to elevate the sales effort;
- Forwarding all commission information to Accounting in a timely and organized manner;
- Working cooperatively within a team environment (attending regular sales meetings, contributing to new business development, resolving account discrepancies, sharing success stories, respecting the team environment)

The successful candidate must be a self-starter with a positive attitude. Previous magazine or media sales experience is an asset. Qualifications include:

- Strong prospecting and sales skills, with proven experience in advertising sales;
- Experience in sales to the health-related businesses an asset
- Excellent understanding of competitive advertising media;
- Demonstrated ability to multi-sell and present innovative strategies to the best interest of the client;
- Demonstrated creativity in customizing advertising and promotional opportunities;
- Excellent communication skills (oral and written);
- Proficiency with proposals and PowerPoint presentations;
- Exceptional customer service and relationship-building skills;
- Ability to multi-task and effectively manage both external and internal coordination of production requirements;
- Team player along with ability to work autonomously;

- Demonstrated ability to consistently meet or exceed sales targets

RedPoint Media Group is one of Western Canada's largest independent publishers. Our award-winning magazines include *Avenue*, Calgary's city magazine, *up!*, WestJet's inflight magazine, and *Wine Access*, Canada's wine and food magazine. Visit [www.redpointmedia.ca](http://www.redpointmedia.ca) for more information about our company. RedPoint was named one of **Alberta's Top 40 Employers** for 2009 and for 2 years running has been named to *Profit's* list of **100 Fastest Growing Companies in Canada**. We provide a stimulating, supportive work environment with a vibrant atmosphere, excellent benefits and free parking.

Interested candidates should email their cover letter and resume by Friday, June 25, 2009 to [careers@redpointmedia.ca](mailto:careers@redpointmedia.ca).

We would like to thank all applicants for their interest in this position; however, only those who are considered for an interview will be contacted.