

# Dedicated Strategic Account Manager

## Position Description/Requirements

February 2011

**Job Description:** The Dedicated Strategic Account Manager is responsible for online advertising sales and monetization growth for an assigned geographic area.

### Key responsibilities include:

- Consistently deliver monthly and quarterly revenue results that meet or exceed objectives.
- Make in-field calls to decision makers at small and medium sized businesses
- Prospecting primarily through high volume cold calls
- Maximize the revenue from all online advertising solutions; business directory websites, SEO solutions, local/national banner advertising, email/text message campaigns, mobile couponing, call tracking, SMB services, local paid search and other products.
- Develop and execute a sales management strategy and aggressive sales plan metrics designed to create accountability and meet company revenue goals.
- Consistent reporting and updates via sales customer relationship management (CRM) software.

### Skills/Experience Requirements:

- 2+ years proven track record selling Interactive Media or other B2B Internet, software-as-a-service (SaaS) or comparable products/services.
- Experience in selling online advertising and services/software to small and medium businesses.
- Strong knowledge of Traditional Media with a focus in Newspaper, Radio and/or Television.
- BA/BS in marketing, business management or computer science preferred.
- Excellent communicator capable of building relationships and communicating effectively with every level in the organization through outstanding verbal, written, and presentation skills.
- Knowledge of SEO, SEM and internet-based lead generation methodologies helpful.
- Results/metric-oriented, strong decision maker with ability to prioritize and organize work, and meet aggressive timelines while primarily working out of a home office.
- Some travel may be required

### Compensation

Compensation will include a base salary and a variable component tied to production. In addition, Matchbin will offer a benefits package after 30 days of continuous employment that includes health, dental, and vision insurance. A total package will be offered that will be competitive with the industry and applicant experience, and will reflect the potential upside commensurate with a growth company. Matchbin is an equal opportunity employer.

### About Matchbin – [www.matchbin.com](http://www.matchbin.com)

Matchbin is transforming community newspapers, radio stations, and TV stations from traditional media companies to new online media success stories. Matchbin creates and hosts content rich websites for these local media companies where loyal visitors are acquired via these trusted, local brands. Since launching our first Community Marketplace website in January 2008, Matchbin has grown to over 420 local websites and enjoys partnerships with many leading local media partners.

Examples of Matchbin's business directory websites:

- <http://www.fetchtoto.com/>
- <http://www.asktheozarks.com/>
- <http://ca.ocreger.com/>
- <http://fyioakland.com/>

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