

Account Director (New Business)

Sydney

THE ROLE

This is an exciting and pivotal role within one of Australia's leading and most respected Search and Performance Agencies. We are looking for a true performer, someone who is a rising star in the Search and Performance industry. This role offers you a true opportunity to further establish yourself as a significant figure in the industry. You will work alongside a team of smart, experienced and respected digital experts.

The purpose of the role is to network, prospect and acquire new clients for First Rate's.

THE COMPANY

First Rate (www.firstrate.com.au) is one of Australia's leading search & performance marketing agencies, specialising in SEM, SEO, Performance Media, and Conversion Rate Optimisation (CRO).

First Rate works with dozens of Australia's leading blue chip brands, including Vodafone, Big W, Allianz, Hotelclub, and Mortgage Choice. Our clients are spread over 50 industries including retail / e-tail, financial services, education, energy, travel, and CRM. First Rate was established in 2000 and has grown significantly, now employing 35 staff across three offices in Sydney, Perth and Auckland.

YOUR RESPONSIBILITIES:

- Win New Accounts
- Manage new accounts in the early phases of engagement
- Identify client and agency growth opportunities
- Develop online marketing proposals
- Prepare new business development pitches and RFP's
- Represent the agency at speaking engagements and conferences
- Be the public face of the agency for designated media opportunities

YOU ARE:

- A passionate evangelist in search marketing and performance marketing
- A proven new business achiever in digital sales
- A proven team player with a professional and friendly manner
- Experienced in online marketing, including SEM, SEO and Performance media
- Persistent in communicating value to potential clients

YOU HAVE:

- Proven sales management skills including time management
- Advanced presentation skills
- Outstanding written and verbal communication skills
- Tertiary qualifications (with good grades)

Reporting to: Head of Agency

Package: \$120,000 (bonus scheme depending on experience and network)

Contact: james.ward@first-rate.com