

Digital Account Manager



Team Purpose and Link to Company Strategy

Southern Cross Austereo (SCA) is Australia's leading media entertainment company, home of LiSTNR, and the Triple M & Hit Networks. With the ability to reach 95% of the population through our Radio, TV and Digital channels; our mission is to Entertain, Inform & Inspire all Australians Anytime. Anywhere!

We believe in the power of collaboration, innovation, and pushing boundaries to deliver exceptional experiences to our listeners. We are forging the way for the future of audio.

At SCA we pride ourselves on creating a culture where people feel valued and can perform at their very best. We don't focus simply on what we do – we also care about how we do it.

Position Purpose

The purpose of the Digital Account Manager is to create & drive digital revenue by promoting all LiSTNR products, Streaming & Podcasts, to digital agencies & programmatic trading desks.

This role will collaborate with and support the radio sales team to meet and exceed individual and team digital revenue goals by providing multi-platform advertising solutions to meet & exceed client expectations.

Key Accountabilities

Digital Revenue

- Maximise digital revenue across all SCA products including LiSTNR streaming and Podcasts, SoundCloud, Sonos Radio, social media, video & display
- Develop new digital clients and build retention strategies; marketing strategies through customer needs analysis
- Collaborate with radio sales teams to develop multi-platform advertising solutions from brief, response, pitch, implementation and post campaign reporting.
- Work with radio teams to identify innovative and highly effective ways of marketing and selling our digital products to agencies and clients
- Proactively prospect and search for new clients and business opportunities
- Provide accurate and timely forecasts of budgets & goals to management
- Ensure digital budgets are met on a monthly and quarterly basis
- Build and maintain strong relationships with both internally and external clients
- Evangelize all LiSTNR products in market
- Identify digital sponsorship, promotional and integrated opportunities from existing portfolios
- Be at the forefront of digital media trends with a focus on the future of audio
- Serve as a primary contact in your market for SCA digital properties
- Drive digital thought leadership and enhance digital credentials within the team
- Entertain clients both during and outside of standard work hours



Specific Attributes, Skills, Qualifications & Experience

Qualifications & Experience

- 3+ years digital media experience in a sales or client focused role
- High level understanding of the digital media landscape
- High level understanding of programmatic transactions & audience segmentation
- Excellent communication skills and the ability to adapt using a range of styles, tools and techniques appropriate to customers both internally and externally.
- Strong negotiation skills
- Superior presentation skills an able to deliver attractive, accurate and customer focused communication.
- Adserving experience is advantageous but not required

Company Attributes - genuinely live and breathe the SCA Values:

- We're Better Together
- People are our Power
- Always Curious
- We Push Doors Open
- Be Genuine

People and Process

- Promote and coach methods to promote collaborative cross-functional project delivery within SCA
- Work collaboratively, flexibly and productively with a range of different team members and stakeholders
- Drive team effectiveness, team process improvement and a focus on delivering 'high value' outcomes

Communication

- Participate in regular performance and development 'Upload' conversations with your Manager
- Participate in daily/weekly team 'Work in Progress' meetings and retrospectives
- Communicate in a respectful, professional, and collaborative manner with teammates, cross-functional teams, and stakeholders internal and external to SCA

OHS/EEO

- Contribute to a safe and healthy working environment by adhering to OHS & EEO standards and principles
- Maintain professional and ethical behaviour
- Ensure a safe workplace by reporting any hazards or potential dangers via the prescribed incident reporting methods

Skills and Work Ethic

Essential:

Persuading & Influencing - Makes a strong personal impression on others; Gains clear agreement and commitment from others by persuading, convincing and negotiating; Promotes ideas on behalf of self or others; Makes effective use of political processes to influence and persuade others.

Presenting & Communicating Information - Speaks clearly and fluently; Expresses opinions, information and key points of an argument clearly; Makes presentations and undertakes public



speaking with skill and confidence; Responds quickly to the needs of an audience and to their reactions and feedback; Projects credibility.

Relating & Networking - Establishes good relationships with customers and staff. Builds wide and effective networks of contacts inside and outside the organisation. Relates well to people at all levels. Manages conflict. Uses humour appropriately to enhance relationships with others.

Delivering Results & Meeting Expectations - Focuses on customer needs and satisfaction; Sets high standards for quality and quantity; Monitors and maintains quality and productivity; Works in a systematic, methodical and orderly way; Consistently achieves project goals.

Desirable:

Adapting & Responding to Change - Adapts to changing circumstances; Accepts new ideas and change initiatives; Adapts interpersonal style to suit different people or situations; Shows respect and sensitivity towards cultural and religious differences; Deals with ambiguity, making positive use of the opportunities it presents.

Coping with Pressures & Setbacks - Works productively in a high-pressure environment; Keeps emotions under control during difficult situations; Balances the demands of work life and personal life; Maintains a positive outlook at work; Handles criticism well and learns from it.

Position Description last updated

May 2024