



Job Description

Position: Account Manager
Market / Division: Fusework Studios
FLSA Status: Exempt
Position Reports To: National Director of Sales

COMPANY OVERVIEW

Fusework Studios is the Internet marketing, Film & Video production, and Managed IT support division of Rutter Communications Network, LLC, a privately held, multi-media company headquartered in Muncie, Indiana. The company also includes Rutter Media, a 20-year industry leader in television advertising representation.

POSITION SUMMARY

The position of Account Manager is responsible for direct client sales and service of a variety of products and services including Web development, Internet marketing, Film and Video production, and Managed IT services. The ideal candidate is goal oriented, highly professional, fiercely competitive, team centered and client focused. The key to success for the position is aggressive daily sales activity that results in monthly meeting of billing and sales goals. Account Managers are also expected to establish extraordinary client relationships and deliver superior service that results in "raving fan" clients. Responsibilities also include active participation in the creative process and project involvement where needed.

POSITION INTERACTS WITH

The Account Manager reports to the National Director of Sales and primarily interacts with other members of the Fusework Studios sales team as well as various members of the production staff including project managers, video production team, programmers and IT tech support. There is also semi-regular interaction and collaboration with members of the Rutter Media staff and the senior management leadership. Active roles in community involvement and networking are also required.

OBJECTIVES

1. Meet or exceed all monthly and annual Sales and Billing goals as part of an annual plan.
2. Generate new business through aggressive and strategic prospecting and maintain a high level of daily activity to ensure that individual Sales & Billing goals are met or exceeded as part of an annual plan.
3. Build long-term client relationships by delivering results through strategic and comprehensive plans.
4. Create "Raving Fans" by consistently delivering Plus One service that exceeds the client's expectations.
5. Use Creative Services to help clients gain competitive advantages and market share.
6. Aggressively and passionately sell and represent all of the core products including television advertising, Web and Internet Marketing, and Video Production.
7. Work closely with Project Managers to ensure execution of Web projects, Internet Marketing plans, Film & Video production and Managed IT plans for clients.
8. Adapt and grow technology skill sets to serve changing needs of clients and markets.

9. Strategic representation of Fusework Studios at various community events and activities.
10. Base daily activities on The Rutter Way and Rutter Core Values to ensure that all decisions are made which produce winning results for our company our clients.

KNOWLEDGE, SKILLS AND ABILITIES NEEDED

1. Previous Web, IT or Multi Media sales experience preferred but not required.
2. College degree with strong understanding of Web Development and Internet Marketing preferred.
3. Basic understanding of domains, servers, internet protocols and online basics
4. Exceptional organization and communication skills
5. Ability to independently problem solve and think strategically
6. Poise, strong communication and persuasive presentation skills.
7. Polished and professional at all times
8. Strong work ethic and competitive nature
9. Proficiency in the use of Word, Excel & Power Point
10. High marks in the areas of Integrity, Performance, Work Ethic, Professionalism, Strategic Thinking and Community Involvement.

SUPERVISORY RESPONSIBILITIES

May direct the work of interns, if requested by the Executive Director of Sales & Marketing

PHYSICAL REQUIREMENT OF THE POSITION

The key physical requirements of this positions include the ability to travel daily within the market and, as requested, travel outside the market to meet with current or potential clients; the ability to lift video equipment weighing up to 40 pounds, use of standard office equipment, including personal computers; and movement within a standard office, sometimes with stairs.

MENTAL REQUIREMENTS OF THE POSITION

Must understand vague and implicit instructions and react favorably in all work situations; must be mentally adaptable and flexible in dealing with a variety of people. Must be knowledgeable of rate cards, and able to answer questions in a professional and friendly manner. Must understand people and be able to communicate effectively with them.

EQUIPMENT USED

Computer
Telephone / Voicemail
Printer
E-mail

WORKING CONDITIONS

Regularly called upon to work after normal office hours in order to meet a deadline or goals.

The specific statements shown in each section of this description are not intended to be all-inclusive. They represent typical elements and criteria necessary to successfully perform the duties of the job.

THIS JOB DESCRIPTION DOES NOT CONSTITUTE A CONTRACT FOR EMPLOYMENT