

Digital Account Executive

- **Critical digital role embedded in a small, busy Sales Team**
- **Premium digital publisher in the Financial Services industry**
- **Excellent opportunity for learning potential and personal growth**
- **Rapidly growing client and value base**

CANSTAR is a leading provider of financial research and comparison services in Australia and New Zealand. In the last 2 years, it has earned a growing reputation amongst both the Agency and Direct Client communities for providing high yielding digital acquisition services.

The Digital Account Executive role is a critical position within the Distribution (Sales) team. It is the primary driver for both supporting the Distribution (Sales) team to acquire new Digital Clients – as well as account managing and developing those same Clients in an ongoing fashion. It reports directly into the Group Executive, Distribution. This role includes but is not limited to:

- Providing key web site stats to team members – for utilizing in pitches
- Preparation of pitch and contract / Insertion Order Commercial documents
- Managing the on-boarding of new client deals (content, tags, tracking methodology, etc.)
- Invoicing and contacts administration
- Maintaining digital opportunities in the Canstar CRM system (SugarCRM)
- Regular client contact and relationship building to execute the above
- Key monthly reporting and client / partner meeting activities
- Assisting with price setting activities
- Working closely with the Canstar Digital Marketing Team

This is an ideal role for someone who has a passion for Digital Marketing Acquisition and is interested in the financial services sector.

The ideal candidate will have:-

- 3-5yrs experience in Digital Performance acquisition (Agency, Client or Publisher side)
- Strong and proactive communication and prioritization skills
- Experience working with Google Analytics and Ad-Serving software
- Advanced MS Excel and Powerpoint skills
- The ability & attitude to manage a busy 'To Do' list in an organized manner
- A strong and reliable work ethic
- The ability to get on with the job and work unsupervised in a small team environment

An attractive remuneration package is on offer and will vary by the skills and experience of the successful candidate. For further information or to apply for this position, please send a copy of your CV and expression of interest to Lindie.crawford@canstar.com.au. Applications close 5pm Friday 6th February, 2015.