

RoughDraft

atlanta

Job Description

Advertising Sales Account Manager (Digital & Print)

Rough Draft Atlanta | Atlanta Intown | Reporter Newspapers | Silver Streak

Rough Draft Atlanta, the leading hyperlocal media organization in metro Atlanta, is growing and seeking an Account Manager. If you are an entrepreneurial sales pro who believes in the power of local media and is motivated by helping local and regional businesses achieve their marketing goals, let's have a conversation.

Rough Draft Atlanta offers a flexible, fun, fast-paced mostly virtual culture built on overachieving goals. Candidates should be passionate about driving results for their clients and be comfortable selling across digital and print channels.

Rough Draft's properties cover the most dynamic and influential neighborhoods in metro Atlanta. We produce Reporter Newspapers in Sandy Springs, Buckhead, Brookhaven, and Dunwoody as well as Atlanta Intown, and Silver Streak.

Our digital presence and email newsletters are branded as Rough Draft.

Account Manager Role & Responsibilities

- Prospecting and closing deals working with regional and local brands and advertising agencies.
- Manage a pipeline and accurately forecast monthly revenue.
- Work closely with sales management to consistently achieve and exceed revenue goals.
- Be present in the local community to help identify emerging trends.
- Work closely with Sales Operations and Production to effectively manage client expectations and ensure successful campaigns.
- Provide solutions for a variety of marketers across all our products.

Ideal Qualifications

- Successful sales experience in print and digital publishing or a related field.
- Contacts at local marketers and agencies in Atlanta.
- Ability to cold call.

- Excellent presentation skills.
- Strong organizational skills.
- A proven track record of relationship-building.
- Ability to independently network and build a pipeline.
- Solid understanding of digital and print marketing trends.
- Competency using Salesforce, HubSpot, or a similar CRM system.

Compensation Package

- Aggressive commission plan
- Health Benefits (partially subsidized)
- Flexible PTO + Company Holidays

To Apply: Send CV and cover letter to careers@roughdraftatlanta.com