

## CITY OF HAMILTON

### CITY MANAGER'S OFFICE

### (STRATEGIC PARTNERSHIPS & REVENUE GENERATION - LOCATION -71 MAIN ST. W.)

### ACCOUNT EXECUTIVE

### SUMMARY OF DUTIES

Reporting to the Manager of Corporate Partnerships, the Account Executive is responsible for the development and implementation of a local and regional consultative sales strategy and execution plan that will complement the Revenue Generation Strategic Plan. This position is responsible for prospecting, securing, managing clients, and executing solutions-based engagements, by leveraging a wide range of city assets and programs. The Account Executive will be a major contributor to the achievement of net revenue targets, and operating department program enhancements. In addition, the Account Executive will be responsible to provide support and assistance to the Strategic Partnerships and Revenue Generation staff and assisting with duties as required and approved by the Manager.

### GENERAL DUTIES

Develop a local and regional business plan with clear actions to exceed revenue targets and build well qualified pipeline.

Assist and support the management group with the work required in developing sales tools (re: pitch decks, clients surveys, etc.)

Supporting and maintaining an network of client relationships at decision making levels and serving as the first point of contact for all customer requirements.

Responsibility for supporting and collaborating on management level business case development for various revenue generation opportunities (such as public/private partnerships, corporate sponsorships) and oversees the execution of the approved revenue generating projects.

Regular activities include prospecting; face-to-face sales calls utilizing the departmental sales process; follow-up letters/e-mails; interaction with clients and potential clients at sponsored or industry sponsored events.

Achieving and maintaining a comprehensive understanding of the Municipal and Revenue Generation asset and service inventory, mediums and those assets offered by other internal departments.

Entering client data into a CRM system (SalesOutlook) and leveraging the system to generate additional contacts, sales and relationship management.

Conducting research of the market/industry within defined account list.

Responsible for the accurate completion of council reports, internal reporting, sales forecasts other paperwork as required by management.

Working to revenue targets and KPI's as set by the sales director.

Deliver accurate weekly sales forecasts and pipeline management.

## **Job Description #: 7109**

Travel outside City to call on accounts, attend prospective conventions to make presentations to Board of Directors.

Participate in local community events, sponsor events and other activities related to Revenue Generation strategy.

Research, write and follow up bid documents, maintaining a high degree of confidentiality  
Liaise with both local and non-local businesses, encouraging participation in Hamilton sponsored sales promotion activities.

Work in accordance with the provisions of the applicable health and safety legislations and all City of Hamilton corporate and departmental policies and procedures related to Occupation Health and Safety.

Perform other duties as assigned which are directly related to the responsibilities of the Program Coordinator position.

### **QUALIFICATIONS**

1. Previous related work experience in a solution-based sales environment normally acquired through the completion of a University degree or College Diploma in Business Administration, Marketing, Public Relation or a combination of equivalent education and related work experience.
2. Must be able to work independently on complex projects and coordinate activities with other parts of the organization to promote smooth and efficient communications and information flow.
3. Proven track record in selling & positioning creative enterprise solutions at a senior business level.
4. Demonstrated successful sales experience working within corporate solution-based portfolios versus transactional sales environments.
5. Relevant industry background gained from previous work experience or in a strategic or consultative marketing industry.
6. Excellent verbal, written communication and facilitation skills, with the ability to communicate appreciatively and effectively with all levels of staff, management, public/private sectors and the public.
7. Excellent people skills and an ability to build relationships with people at all levels, including the Executive level.
8. Proven track record of building business and hitting sales targets.
9. Experience working with Channel partners and understanding of a channel centric go to market approach; strong Channel relationships at the Executive level.
10. Excellent communication over the phone with high-level decision makers; comfortable presenting to both internal and external executive audiences.
11. Proven leader who is capable of contributing to broader business conversations beyond his/her functional expertise.
12. Work in accordance with the provisions of the applicable health and safety legislations and all City of Hamilton corporate and departmental policies and procedures related to Occupation Health and Safety.
13. Experience in a computerized environment including Word, Excel, Microsoft Outlook, PowerPoint and Customer Resource Management systems.

14. Provision of a vehicle for use on the job.

**THIS POSITION REQUIRES A VALID CLASS "G" DRIVER'S LICENCE AND PROOF THEREOF IS REQUIRED AFTER HIRE.**

**THE INCUMBENT SHALL COMPLY WITH ALL HEALTH AND SAFETY POLICIES AND PRACTICES FOR THIS POSITION AND THE WORKPLACE.**