

**Job Posting:**  
**Retail Account Manager – GVRD (Surrey/Richmond)**



Company      Rec Media Inc.  
Web Site     www.recmedia.com  
Key Contact   Jeff Young, Vice President, Sales

**ABOUT REC MEDIA INC.**

**Our Company**

Rec Media is an Out-of-Home media firm with offices in Toronto, Vancouver and Calgary, specializing in campaign executions in community and municipal recreational facilities coast to coast. Over the past 28 years, Rec Media has grown to become the largest company of its kind in Canada, with campaigns placed in over 2,500 recreational facilities nation-wide, for a stable of blue-chip clients including McDonald's, RBC, Chrysler, Bell, Tim Hortons, Telus, WestJet, and many more.

**What We Offer Clients**

We deliver unique and novel advertising executions, comprised of both traditional and non-traditional mediums – Rinkboard Panels, Wall Murals, Floor Decals, Glass Decals, Door Wraps, Wall Billboards, Outdoor Field Banners, Sponsorships, and unique Digital and Experiential campaigns. We also have a network of ski resorts including Mt. Tremblant, Lake Louise and Mt. Seymour.

Exceptional geographic coverage, a superb demographic, and a surprisingly efficient cost per impression all combine to make Rec Media a leader in out-of-home advertising.

**What We Offer Employees**

Rec Media knows that the key to an organization's success lies in its people – THE most valuable assets. We treat people as such - we pride ourselves in our motto, "people over profits," because we know that it's not always about the bottom line. We take care of our own and in turn, they take care of our clients.

Rec Media provides a work environment that is diverse, challenging and enjoyable. We are a dynamic company experiencing rapid growth. Four years running (2014-2017) Rec Media made Profit Magazine's "Growth 500" list of the fastest growing companies in Canada. While still an SME (small-to-medium size enterprise), we endeavour to offer many of the perks of larger corporations: flexible work hours, ample vacation time, subsidized benefits, employee assistance programs, charitable donations/time matching, and numerous other benefits through our Employee Experience program – all of which contribute to making Rec Media a great place to work.

<b>Position Title</b>	<b>Retail Account Manager – GVRD (Surrey/Richmond)</b>
<b>Location</b>	<b>Remote Work Opportunity - Candidate should be GVRD based</b>
<b>Department</b>	<b>Sales</b>
<b>Start Date</b>	<b>August 2023</b>
<b>Key Contact</b>	<b>Jeff Young, Vice President, Sales</b>

## Overview

Rec Media is looking for an experienced sales account manager to grow our robust network of local, retail clients. You will secure advertising revenue from local retail businesses interested in reaching and connecting with hundreds of thousands of consumers in community and municipal recreational facilities in the Greater Vancouver region. You have an appetite to be an aggressive new business hunter, as well as embody the skill set required to retain and grow the client base you build.

## The Role

This sales role may be a Contract Position or Employee Position depending on the successful applicant. Reporting will be directly to the Rec Media Vice President of Sales.

You will be able to operate with autonomy, creativity, and purpose. You'll be empowered and encouraged to actively propose, design, and develop marketing solutions and services for client objectives.

## Primary Responsibilities

Achieve sales growth and revenue objectives. Specifically:

- Identify local sales prospects within defined territory
- Secure appointments with business owners to deliver sales presentations
- Prepare and present Rec Media opportunity
- Establish long term relationships with local business to ensure repeat sales
- Create media contracts, collect payment information and complete sales activity reports

## Candidate Key Attributes

Your experience and proven success in outbound retail sales environments stems from your:

- Self-motivated ambition and drive to succeed
- Desire to work as a high-commission, independent sales professional
- Superior communication skills and ability to develop strong relationships in the community
- Excellent prospecting skills and ability to communicate effectively

Demonstrated competencies:

- Experienced sales professional with minimum 2 years outbound sales experience
  - Advertising sales experience a definite asset, but outbound sales experience in other industries may be considered
- Entrepreneurially focused and goal-oriented
- Proven prospecting success through identification and initial engagement of targets
- Strong prioritization and multi-tasking abilities, with the ability to meet deadlines
- Working knowledge of Microsoft Windows and Microsoft Office Suite
- Refined written, oral presentation, and negotiation skills
- Expert relationship building skills

## **Expectations**

- Generate sales revenue from local retail clients
- Identify and present Rec Media opportunity to new and renewing clients
- Be passionate about the Rec Media brand/business
- Understand the challenges and competitive marketplace in the community
- Provide superior service, exceed client expectations and continue to drive business within the defined market covered by the recreational facilities.

## **Remuneration**

- Commission-based contract position or base plus commission for employee position

## **WHY JOIN REC MEDIA**

Dynamic: Nimble and creative in its response to providing innovative marketing solutions

Growing: Consistently growing market share, client base, recreational partners, and campaign capabilities

Successful: Largest company of its type in Canada

Ownership: Privately owned with a team-oriented approach

## **HOW TO APPLY**

Please apply with resume and cover letter, by July 24<sup>th</sup>, 2023 to [hr@recmedia.com](mailto:hr@recmedia.com).

We appreciate all applications; however only suitable candidates will be contacted.

# **THE REC MEDIA EMPLOYEE EXPERIENCE**

## **REC MEDIA CORE PURPOSE**

Connecting and Supporting People in Our Communities

## **REC MEDIA CORE FOCUS**

Connecting Advertisers with Audiences in Community Athletic Recreational Facilities

## **REC MEDIA CORE VALUES**

- Value People Over Profits
- Do The Right Thing
- Go The Extra Mile
- Be A Team Player
- Embrace Change
- Have Fun

## **REC MEDIA EMPLOYEE EXPERIENCE**

- Flexible Work-From Home Opportunities
- Professional Development Stipends
- Additional Paid Vacation at Christmas
- Personal Days
- Annual Town Hall Meetings
- Quarterly State of Company Address
- Drink Cart / “Thirsty Thursdays”
- Team Chosen Corporate Charity
- Charitable Contribution Matching Plan
- Paid Community Service Volunteering Days
- Public Transit Subsidies
- Office Recycling & Program