



Job Description

Title:	Account Manager-MDAlert.com
Reports to:	Chief Digital Officer
Department:	MDAlert.com

/alert® is a premier full-service healthcare communications company providing information and education to healthcare professionals. Our multi-channel programs include cooperative mail, custom mail, e-mail, education, digital engagement platforms (MDAlert.com), and editorial and research programs.

The newest addition to the /alert Marketing program offering is MDAlert.com, a new digital platform and innovative non-personal physician engagement tool. MDAlert.com leverages 40 years of M.D./alert® brand equity and heritage. MDAlert.com campaigns are created to educate physicians and support brands, by allowing for custom disease microsites (mobile & web) able to access over 184 AMA specialties and 725,000+ U.S. physicians. MDAlert.com allows brands to distribute assets to targeted physician lists with guaranteed engagement

Our full-service capabilities in healthcare information and communications can help our customers deliver a consistent message to a wide healthcare professional audience using the latest technologies, including mobile technology.

General Description

/Alert Marketing's Account Manager will be responsible for MDAlert.com digital healthcare professional non-personal promotion sales. He/she will be in charge of development of business at assigned healthcare clients and expansion of existing business at same. The Account Manager will be responsible for management of our working with clients on new product launches, new indications. Partner with the MDAlert.com team to help set overall business priorities and drive the success of the platform.

Job Responsibilities

- Responsible for making sales calls and communicating with Directors of Marketing, Product Managers, and Advertising Agencies, etc. within the territory.
- Create and build consultative, long-term relationships with their customers in order to create tailored, cost effective solutions.
- Create proposals for both custom programs and turn-key solutions that accomplish brand objectives, entertain, and engage users
- Once a product is sold, the Account Manager will work with and keep communication flowing with assigned Project Managers.
- Attend and work industry trade shows when necessary.

NOTE: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.



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- Work in tandem with internal teams such as production department staff and other sales team members to assist in meeting client needs and maximizing territory business.
- Required to provide an updated weekly forecast and update Sales Force.com CRM tool. Other duties as assigned
- Other duties as assigned

Qualifications

- Bachelor's degree or equivalent required
- 5+ years of direct selling digital advertising or HCP non-personal promotion solutions to pharmaceutical companies
- Sales experience selling digital solutions into pharmaceutical companies
- Track record of consistently exceeding quota / ranked among "Top 20%" of peer group
- Established relationships within pharma.
- Ability to communicate effectively at all levels of the organization and the ability to influence others through well-articulated and innovative ideas
- Strategic thinker with the ability to constructively challenge and influence a decision making process
- Adaptable person who can deal with rapidly changing requirements of an organization
- Strong interpersonal & presentation skills
- Ability to prioritize and multi-task while meeting deadlines
- Strong problem solving and troubleshooting skills
- Accountability - acceptance of responsibility and willingness to commit to and deliver specific, measurable work products and results
- Strong knowledge of PowerPoint & CRM tools
- Excellent knowledge of Social Media
- Computer Skills: Must be proficient in all aspects of MS Office.
- Experience working out of a home office environment
- Cold calling (i.e. lead generation, establishing value proposition, proven ability to get past the gate-keeper, etc.)

Travel

- Limited travel required

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