



Technical Client Development Specialist

North America

Location: North America (remote)

Mode of employment: part time / full-time

About APC Media:

APC Media is a media agency focused on the power systems and transformers industry, which owns several brands: [Transformer Technology](#), [Power System Technology](#), and [Women in Power Systems](#). Each brand includes a media platform, an interactive online community, and a magazine. Transformer Technology is our flagship digital professional community with over 22,000 members, supported by a bi-monthly magazine.

Your background:

- Experience in direct B2B selling of intangibles to a professional market
- Experience in the power industry/transformer industry is a strong benefit
- Self-starter, willing to invest your time and talent to create a strong client base for repeat business with the full support and backing of a dedicated and committed team
- Capable of working on your time, full or part-time to accomplish your personal financial and life-style goals

Your responsibilities:

- Contacting potential clients in each brand for inclusion in commercial aspects of the communities and the magazines in North America. OEM's and specialty suppliers to the industry are in the thousands, so the territory is ripe for development. Accounts once acquired remain yours as you maintain relationships and commercialization support
- In some instances, you may find editorial providers who you refer to the Managing Editor
- Managing all communications between HQ and your clients
- Working with your Global Marketing Coordinator to support lead generation
- Support the development of annual themes for the magazines

More about the job

THOUGHT LEADERSHIP - Bring a shift in digital marketing awareness as you use your experience in sales to liaise with clients, advising them on modern digital communication means to advance their position and visibility in the power industry market, making the APC Media brands the number one platform for their marketing activities.

COMMUNITY - Build a network and be part of an amazing team that makes a difference, building a collaborative community in the power industry that shares knowledge, ideas and technology of the future.

PERSONAL ENHANCEMENT - Build a viable personal "book of business" with your clients as they take advantage of the success that we are experiencing, in promoting their thought leadership and brand recognition in an industry undergoing the greatest amount of change and opportunity since Edison invented the light bulb. This is an opportunity to enrich your career and achieve your personal goals.

Contact

Please send your resume to: info@transformer-technology.com