

# Account Executive

## Job Description

- Identifies and qualifies new potential clients, through cold calling and development of leads through referral channels, and generates appointments, and establishes relationships.
- Manages the pipeline of opportunities from current and prospective clients and ensures sales goals are met.
- Closes Ad placements and event sponsorships to meet sales targets, and contribute to company profitability.
- Conducts planning meetings with client to discuss marketing and advertising requirements.
- Implements sales strategies.
- Prepares and submits quotations to clients.
- Handles client complaints and inquiries.

## Minimum Qualifications

- Bachelor's Degree in Business Studies, Marketing, Advertising, Mass Communication, Economics, or equivalent.
- 1-4 Yrs of working experience in publishing, Employees specializing in Sales - Corporate, Advertising, Marketing or equivalent.
- The following skills are required:
  - Effective selling techniques.
  - Excellent oral and communication skills.
  - Excellent presentation skills.
  - Good interpersonal skills.
  - Sound problem and decision making skills.
  - Effective negotiation skills.

# Accounting Assistant

## Job Description

### Special Duties:

- To make analysis of accounts and coordinate with General Accountant and/or concerned people for any adjustments.
- Physical management of barter items and gift checks.

### Responsibilities:

- Performs the bank reconciliation and coordinate with concern people on any reconciling items that needs adjustment.
- Prepares supports and file BIR reports for VAT and withholding taxes.

- Analyzes, monitors and do all necessary procedure for Advances accounts to ensure that they are closed and/or liquidated.
- Performs analysis of distributions costs, insurances and other accounts being asked by General Accountant and Finance Manager.
- Handles the cash fund of Custom department and ensures its proper documentation and liquidation.
- Proper custody of barter items ensuring all movements are accounted for, approved and supported.
- Perform reconciliation of barter inventory record and physical count on a regular basis.
- Performs other duties and responsibilities that may be assigned from time to time

### **Minimum Qualifications**

- Accountancy or any Finance and Business related courses
- Experience in general accounting/related field is a plus
- Good communication and presentation skills;
- With problem solving and decision making skills
- Great Attention to details
- Patient, hardworking and can work well with a team
- Highly Organized, Resourceful and Firm
- Strong analytical and planning skills
- Good communication and presentation skills
- Excellent problem-solving skills

## **Brand Storytelling and Content Creation Manager**

### **Job Description**

This role will partner closely with the Manager for Brand Storytelling and Content Creation as well as the Revenue (Sales) team to lead designers who will develop any/all client-driven initiatives. In this role you will be tasked with conceiving innovative ideas for content through the collaborative development of key messaging concepts, copy and design direction, digital leadership and hands-on execution as needed to meet our brand partners' objectives, while staying true to our unique and premium brand of storytelling.

### **Duties and Responsibilities:**

### **Creativity**

- Keep up with design and marketing trends to capture the required style for any/all projects, and oversee the development of all creative works assigned to the team.
- Facilitate strategic, creative conversations and work collaboratively with clients and internal stakeholders to develop and refine pitches for custom content-based programs.

- Ideate creative concepts and campaigns through the lens of a brand that translate client objectives into incredible content including articles, videos, social media cards, and/or something entirely new.

## **Leadership and Day-to-day Supervision**

Leverage people and project management and experience on a daily basis to:

- Juggle a large number of projects at each stage—from pitching to implementation—efficiently, effectively, and independently;
- Think strategically and analytically, and make sound decisions quickly and efficiently, to deliver multiple workstreams on time and on budget;
- Manage the workflow and the deliverables of your immediate team, in collaboration with content creators and editors, to elevate design and provide concepts that result in powerful storytelling;
- Assign pitches and projects, communicate a status of ongoing projects, and effectively prioritize incoming requests;
- Promote a culture of high performance and continuous improvement that values a commitment to quality;

## **Strategy and Future-Proofing**

Drive a culture of learning and transformation by keeping up to date on relevant skills, software, tools, and industry trends—in digital, marketing, ad space, and content marketing—and facilitating knowledge transfer. In consultation with the Creative Director and other key leaders, you will also oversee the creative and professional development of the assigned team, including scaling up relevant skill sets.

## **Client Success**

- Convert client briefs into original content and creative executions that harness Hinge’s unique ability to deliver engagement and influence.
- Represent clients internally, distilling their feedback into actionable insights in working with the Revenue and Content teams.
- Understand and achieve metric-based goals including working with the Revenue team in tracking and optimizing campaigns to meet committed KPIs.
- Perform other duties that may be assigned from time to time.

## **Minimum Qualifications**

- A graduate of Journalism, Mass Communication or Media-related course

- Preferably with experience in Publishing, Writing, Public Relations, Styling, Advertising, Copywriting, and Editing
- Digital Content Production and Digital Marketing (Writing, Strategies)
- Can work/knowledgeable in Content Management System (CMS)
- Has the following skills:
  - Management Skills - planning, leading, organizing and controlling
  - Graphic Design Skills
  - Excellent Problem solving and decision-making Skills
  - Presentation Skills
  - Strong analytical and planning skills
  - Excellent oral and written communication skills
  - Good Interpersonal Skills
- Has the following characteristics:
  - Judgment and comprehension
  - Must be deadline-oriented
  - Must be resourceful, practical and have a positive working attitude
  - Patient, hardworking and can work well with a team
  - Highly Organized
  - Attention to details
  - Analytical Thinking

## Financial Analyst in Accounting and Auditing

### Job Description

#### Special Duties:

- Assisting the Finance Manager in managing, processing and troubleshooting various accounts and transactions.
- Responsible for making HInge Inquirer Publications an audit-proof company.

#### Job Responsibilities:

- Cash and other cash equivalent reconciliations.
- Responsible for monitoring, analysis and reporting assigned accounts.
- Research and resolve Business Unit(s) inquiries for assigned functional areas.
- Perform review of monthly balance sheet, income statement and changes in financial position/budget variance analysis
- Investigate and report to the Manager any inconsistencies or improprieties
- Analyze data to ensure proper accounting procedures have been followed
- Prepare financial reports, charts, tables and other exhibits as requested.
- Train new employees and ensure training material/documentation is kept current
- Responsible for performing special projects to improve process efficiency and performance projects as assigned.

- Provide timely, relevant and accurate reporting & analysis of the results of the division's performance against historical, budgeted, forecasted and strategic planning results to facilitate decision-making toward the achievement of the budget and strategic plan.
- Demonstrate appropriate understanding/working knowledge of accounting principles and internal controls, and apply them.
- Understand and facilitate the integration of business processes, people, and relevant technology, in order to identify, configure, and communicate useful information, and to provide practical business leadership to drive business decision making across the company
- Suggest changes or improvements to increase accuracy, efficiency, and cost reductions.

## Minimum Qualifications

- BS Accountancy graduate and a CPA
- Experience in general accounting and auditing firm is a plus
- Thorough understanding of Generally Accepted Accounting Principles (GAAP). Knowledge and updated on Statutory accounting principles.
- Maturity, professionalism and high level of discretion are required.
- Knowledge of procedural controls and data validation techniques required.
- Independent worker and analytical thinker with an ability to conduct research, data analysis and resolve complex problems.
- Strong presence with the ability to interact with Senior Leadership.
- Good communication and presentation skills;
- With problem solving and decision making skills
- Great Attention to details
- Patient, hardworking and can work well with a team
- Highly Organized, Resourceful and Firm
- Strong analytical and planning skills

## Managing Editor

### Job Description

- Ensures the following:
  - Magazines include all articles and other information as planned.
  - Timely submission of and complete and correct materials for the magazines and custom publishing projects.
- Meet the assigned editorial, custom publishing, and production deadlines.
- Supervise the daily operations of the publications and special projects.
- Responsible for editorial management of the assigned Magazine/s and the overall brand.
- Prepares editorial budget and oversees monthly budget closings and strategic planning.
- Oversees the activities of the editorial group under custom publishing department.
- Attends photo shoots.
- Edit and review articles, mockups, and proofs to ensure it adheres to the established style and tone
- Approves corrections to color proofs and monitors traffic and status updates.
- Manages story assignments, sets the parameters, and oversees the coordination of the content and editing process
- Hires, trains, and coaches editorial staff

- Performs other duties that may be assigned from time to time

## Minimum Qualifications

- Graduate of Journalism, Mass Communication or Media-related course
- Preferably with experience in Publishing, Writing, Public Relations, Styling, Advertising, Copywriting and Editing
- Digital Content Production and Digital Marketing (Writing, Strategies)
- Can work/knowledgeable in Content Management System (CMS)
- Has the following skills:
  - Management Skills - planning, leading, organizing and controlling
  - Graphic Design Skills
  - Excellent Problem solving and decision-making Skills
  - Presentation Skills
  - Strong analytical and planning skills
  - Excellent oral and written communication skills
  - Good Interpersonal Skills
- Has the following characteristics:
  - Judgment and comprehension
  - Must be deadline-oriented
  - Must be resourceful, practical and have a positive working attitude
  - Patient, hardworking and can work well with a team
  - Highly Organized
  - Attention to details
  - Analytical Thinking

## Marketing Supervisor

### Job Description

#### SPECIAL DUTIES:

- The Marketing Supervisor is a highly motivated strategic thinker and cross-functional marketer dedicated to launching, supporting, and scaling our brand and event initiatives.
- This role will partner closely with both the Revenue (Sales) and Content (Editorial/Creative) departments to manage and oversee all aspects of consumer marketing and execution of influence driving programs that drive brand awareness, audience acquisition and retention, and enable revenue growth for Hinge Inquirer and its roster of brands.

#### JOB RESPONSIBILITIES:

#### Leadership and Day-to-day Supervision

- Leverage people and project management skills on a daily basis to:

- juggle a large number of campaigns and initiatives at each stage—from pitching to implementation—efficiently, effectively, and independently;
- think strategically and analytically, and make sound decisions quickly and efficiently, to deliver multiple work streams on time and on budget;
- manage the workflow and the deliverables of your immediate team, in collaboration with the revenue and editorial teams;
- communicate status of ongoing projects, and effectively prioritize incoming requests;
- promote a culture of high performance and continuous improvement that values a commitment to quality;

## **Integrated Marketing**

- Own the execution of brand marketing campaigns from creative development to performance, while working in close collaboration with other departments across disciplines.
- Responsible for building and executing a holistic marketing plan, nurturing brand partnerships, and developing engaging campaigns and events with the goal of driving audience engagement and, ultimately, conversion.
- Oversee brand marketing strategy and execution for revenue- and influence-driving marketing initiatives as determined by the Head of Operations and Business Development and/or Marketing Manager. These initiatives include, but are not limited to:
- Signature Events (SCOUT Creative Talks, SCOUT Anniversary, SCOUT Socials, F&B Summit, Preen Sessions, NOLISOLI Pursuits, Preen Anniversary, etc.)
- Signature Initiatives (NOLISOLI Eats, NOLISOLI Tours, Preen Picks, SCOUT Friday Picks, etc.)
- Emailers and audience acquisition
- Plan, develop, and lead all aspects of the brand marketing function in order to achieve the company's strategic short and long-term audience growth and brand value goals. This includes acquisition through branded and paid efforts as well as retention through email marketing and loyalty programs.
- Work directly with the Head of Operations and Business Development and/or Marketing Manager to develop and manage the marketing budget, including working on cost estimates for campaign or event requirements.
- Collaborate across departments to achieve campaign/initiative's goals to deliver awareness, brand impressions, and engagement.
- Oversee daily management of campaigns and events from concept to completion by developing the creative brief, working closely with all internal partners, and managing the creative review process through timely feedback and approvals.
- Manage and assess campaign and brand performance to proactively suggest action plans where opportunities exist.
- Explore, evaluate, and present emerging media, marketing tools, trends.
- Regularly update the brand marketing playbook to maintain best practices across all campaigns.
- Additional responsibilities include: development of new strategies and approaches for increased audience reach, engagement, retention; ownership and management of the marketing roadmap; reporting, analysis, and communication of business performance and impact to stakeholders; and partnering across departments to support company goals.

## Strategy and Future-Proofing

- Drive culture of learning and transformation by keeping up to date on relevant skills, software, tools, and industry trends—in digital, marketing, ad space, and content marketing—and facilitating knowledge transfer. In consultation with the other key leaders, you will also oversee the creative and professional development of the assigned team, including scaling up relevant skill sets.

**Perform other duties that may be assigned from time to time.**

## Minimum Qualifications

- Graduate of Marketing, Mass Communication or any Business-related courses
- Experience in events management, publishing, TV or advertising agency
- Extensive marketing and brand development experience in publishing or information management
- Devise and implement overall marketing strategy
- Build brand awareness for titles, create promotion plans for brands
- Strong team management and line management abilities
- Solid financial acumen and experience of managing budgets
- Excellent influencing and relationship building skills
- A commercial, analytical and customer focused approach
- Formidable leadership skills, innovative, and able to relate with young knowledge employees
- Excellent people skills combined with strong coordination and administrative skills
- Multi-tasking abilities, highly analytical, systematic, and process-oriented
- Outstanding oral and written English communication skills
- Can multi-task and adaptable to changes
- Positive and committed to excellence
- 

## Sales Coordinator

### Job Description

#### DUTIES:

- To provide support to Account Executives and serve as AE-in-training.
- To implement account retention and account development programs.

#### JOB RESPONSIBILITIES:

- Serves as in-house Account Executive.

- Handles Digital Marketing
- Develops and maintains client database.
- Develops strong relationships with advertising agencies and clients direct.
- Coordinates with Sales Support team to coordinate the advertising materials of current advertisers and have all advertising material proofs approved by the clients when necessary. .
- Monitors the dispatching of all complimentary copies to current advertisers and preferred advertisers and advertising agencies.
- Serves as the frontline for client complaints and inquiries.
- Prepares Account Executive sales performance, sales analysis, and other sales reports.
- Maintains all files of Agreements and others sales documents. This includes handling traffic and monitoring all advertising releases, events and other client commitments.
- Monitors revenues and pipelines, and ensures all billings are done properly.
- Manages ongoing account servicing, development of new sales opportunities and ongoing revenue streams, and solicitation of referrals with Account Executives.
- Supports the implementation of sales strategies.
- Conducts competitor and environment scanning.
- Ensure competitiveness of rates vis-à-vis business community.
- Prepares and submits quotations, JOs, decks, proposals, and service agreements for AE review approval.
- Effectively communicates with HIP clients and HIP staff. Builds a good working relationship with the client, ensures an understanding of the client's needs and objectives, and approaches decisions as a partnership with the client. Follows HIP internal communications guidelines and workflows.
- Develops and maintains a broad background in HIP's core product offerings, to ensure the ability to assist in the closing sales opportunities as independently as possible..
- Performs other duties that may be assigned from time to time.

## **Minimum Qualifications**

- Bachelor's Degree in Business Studies, Marketing, Advertising, Mass Communication, Economics, or equivalent.
- Good organizational and time management skills.
- Self-motivated, independent player with a strong track record of in-the-field sales.
- Excellent negotiation, collaboration, interpersonal, verbal and written communication skills, as well as presentation skills ideal for client relationship-building.