

Best Entry-Level Jobs

Paying Your
Dues without
Losing Your Mind

2008 Edition

- Read expert profiles of more than 100 premier for-profit and nonprofit companies
- Discover crucial information and statistics about entry-level jobs at each organization, including starting salaries, number of entry-level positions, and average hours worked per week
- Learn what hundreds of young professionals say about their jobs: Get the inside scoop on hiring procedures, day-to-day life, money and perks, benefits, and chances for promotion
- Sharpen your networking, interviewing, and resume/cover letter writing skills

Ron Lieber, Tom Meltzer, et al.



NEWS AMERICA MARKETING

ACCOUNT COORDINATOR



The position “requires a person to be extremely detail-oriented. Also, there is a lot of back and forth with the client to be sure that programs are meeting the client’s needs.”

The Big Picture

A marketing-services company that sells online, in-store, and home-delivered media packages to its clients, News America Marketing runs an intensive Sales Development Program for entry-level employees. “Because [its] sales positions are filled only by internal candidates,” News America Marketing offers novice staffers incredible growth opportunities and the potential to make an entire career with the company. In their first year, “account coordinators work on teams that sell advertising and promotion solutions to major packaged-goods clients,” learning valuable sales techniques on the job and through formal training sessions.

LOCATION(S) WHERE ENTRY-LEVEL EMPLOYEES WORK

New employees work at New America’s New York, New York headquarters, or in one of the sales offices in Boston, Massachusetts; East Brunswick, New Jersey; Pittsburgh, Pennsylvania; Atlanta, Georgia; Chicago, Illinois; Minneapolis, Minnesota; Cincinnati, Ohio; Los Angeles and San Francisco, California; Denver, Colorado; and Dallas, Texas.

AVERAGE NUMBER OF APPLICATIONS EACH YEAR

News America Marketing receives around 2,000 applications per year.

AVERAGE NUMBER HIRED PER YEAR OVER THE LAST TEN YEARS

There are generally openings for about 100 new account coordinators across the country.

ENTRY-LEVEL POSITION(S) AVAILABLE

News Marketing America hires recent grads to fill the position of account coordinator, the first step in the company’s Sales Development Program.

AVERAGE HOURS WORKED PER WEEK

New account coordinators average about 50 hours per week, though some work much more.

PERCENTAGE OF ENTRY-LEVEL HIRES STILL WITH THE COMPANY AFTER THREE, FIVE, AND TEN YEARS

Eighty percent of New America’s Sales Development employees remain with the company past the account director position, a promotion that typically occurs at two years of employment. Once employees make it to the account director position, they usually remain with the company another five to seven years.

AVERAGE STARTING SALARY

Starting salary hovers around \$38,000 with a \$2,000 annual target bonus.

BENEFITS OFFERED

Employees at News America Marketing receive medical, dental, vision, prescription and disability plans; 401(k) with a company match; tuition reimbursement; life insurance; qualified transportation pre-tax reimbursement; and paid vacation, personal, and sick time.

CONTACT INFORMATION

E-mail oncampus@newsamerica.com for further information.

Getting Hired

News America is “constantly recruiting for talent,” combing college campuses for promising young professionals. Even so, getting a job at this top marketing company is no walk in the park. After weeding through thousands of applications and conducting campus interviews, News America invites promising candidates to spend three days in New York. There, candidates must try to remain charming and confident through “consecutive interviews from 8:00 A.M. until 5:00 P.M. with executives.” A survivor admits, “I will not lie. It was a very grueling process.” According to the company, there are certain qualities that make a candidate stand out at News America, such as “demonstrated excellent communication skills, a strong work ethic, time management skills, leadership skills, [the] ability to work in a team, and, most importantly, a desire and ability to sell.” However, the most important factors would be the candidate’s intrinsic work ethic and character. A representative from the company explains, “We have a simple hiring philosophy: hire for attitude and train for skills. Our CEO has instructed the HR department to ‘hire nice people.’ We feel that we can teach the rest.” Therefore, it’s not surprising that the interview process, while taxing, has a conversational quality and often focuses on the candidate’s interests and background.

Money and Perks

Entry-level salaries at News America are nonnegotiable but account coordinators have the chance to earn an extra \$2,000 through performance-based target bonuses, available to all new employees. Through the company’s many corporate partners, employees benefit from “discounts and special rates in industries such as health and beauty, fitness, retail, entertainment, finance, and technology.” The company also hosts holiday parties and summer outings, for which employees might be invited to “attend a baseball game, go on boat rides, or spend a day at a sports and entertainment complex.”

The Ropes

The “very extensive training program at News America Marketing” begins at the branch office, where veteran employees go out of their way to welcome and initiate new hires. On his first day, one employee was impressed to discover “a welcome letter on my desk next to [my] first set of business cards.” Another newbie says her boss, “introduced me to other people in the office, took me out to lunch, and connected me with other ‘seasoned’ account coordinators who would be helping me with the day-to-day order processing.” Generally, new account coordinators “participate in on-the-job training for the first three-to-eight weeks before attending their first formal training session.” During this initial period, “other account coordinators (ACs) train you individually on the job responsibilities.” Roughly a month later, ACs go to New York for a week of training by executives and sales support departments, during which they learn “the day-to-day details, such as using [New America’s] systems, working with other internal departments, [and] order processing.” Six months after their start date, employees attend another formal training, this time “a more strategic session involving higher-level thinking (consultative selling, print, and production).” In addition to the formal training programs, “News America Marketing has a mentor program which gives you an opportunity to have a relationship with a high-level manager outside of your own team.” A former trainee in his second year with the company reports, “My mentor and I still speak on a regular basis.”

Day in the Life

“My responsibilities when I was first hired were very limited. This job requires a lot of learning and what you will be taught is not something you learned in college,” recalls a former account coordinator. However, responsibilities rapidly expand at News America, and “within a month of being with the organization, my responsibility consisted of processing orders worth approximately \$300,000 to the organization.” Most first-year account coordinators perform the same function, primarily: “to make sure orders were executed properly without mistakes.” Veterans tell us that the position “requires a person to be extremely detail-oriented. Also, there is a lot of back-and-forth with the client to be sure that programs are meeting the client’s needs.” On top of that, account coordinators are “responsible for preparation of sales meetings for your account director, as well as all executionary details of programs.” The sheer number of responsibilities can be overwhelming. A new staffer confides, “I can never focus on one task at a time because there is always something of greater importance to interrupt my work.” Another adds, “Sometimes it seems like there are not enough hours in the day to get it all done. I typically work from 8:30 A.M. to 7:00 or 8:00 P.M. and sometimes on the weekend.” However, employees assure us that their efforts will be answered with promotions, increased responsibilities, and, of course, more money. A former entry-level staffer exclaims, “I have been with the organization for a little over two years and I manage two account coordinators and \$11 million in business for the organization. I have also increased my salary by \$14,000 a year and my target bonus by \$10,000 a year.”

Peers

“ACs always start around the same time, and this group goes through various trainings together. There is a definite bond that is formed with this group and this carries through outside of the office,” explains a News America newcomer. In fact, many feel “the social environment is the biggest benefit” of their new career. “The organization is very young and there are a good deal of social events to participate in.” An LA-based account coordinator tells us, “The people are wonderful! Everyone is very motivated, smart, and friendly. I am friends with everyone I have met. One of my current roommates even works at the company.” For recent grads, a current employee says working at News America “made the transition from college life to the working world very [easily]. I came in with fifteen other ‘fresh graduates’ that I could relate to.” There are even extracurricular activities! For example, an AC reports, “I am in a NYC Urban Professional Basketball League with two employees of News America.”

Moving on

Most employees leave News America to pursue careers in marketing fields such as research, marketing services, and brand management. Others leave to pursue graduate degrees.

Attrition

About 30 percent of new account coordinators leave the company within the first fifteen months of employment. According to News America reps, “The most common reason for leaving is that [the employee] has determined that a career in sales is not for [him or her]; secondarily, some leave due to the pace of the work environment; others leave because they don’t enjoy having direct contact with the clients.”

Best and Worst

At News America Marketing there are so many examples of successful entry-level employees, it’s hard to pick just one. “Currently, all three of our Executive Vice Presidents for Sales are former entry-level employees who went through our Sales Development Program,” all of whom “reached this level within ten years of their start with the company.” In fact, “Most of our current senior sales managers went through the Sales Development Program, beginning as Account Coordinators.” Reps tell us that employees who are overwhelmed by attention to detail and the challenging workload are generally unsuccessful.