

About Us

Established in 2003, Media 10 have fast become one of the leading players in the media and events industry, as a result of running some of the most iconic and successful events in the country. From The Ideal Home Show to Clerkenwell Design Week. From the Coronation Festival to Designation Star Trek, we have worked with many partners including Channel 4, ITV, BskyB – even The Queen!

Events and experiences that win hearts, minds – and awards. We create, develop, and deliver them whilst entertaining millions and transforming industries. Event organiser of the year, 6 years on the trot, we are running with over 100 awards and counting. 1 in every 50 adults of the UK population will visit a Media 10 event.

The Brand

Media 10 acquired The Cake and Bake Show in 2014. We have broken new ground as the UK's biggest live consumer event dedicated to the world of cakes, breads, and the art of baking. We bring together the nation's favourite baking stars and top producers for a show filled with live demonstrations, interactive features and exciting competitions, plus delicious food and all the latest tools and supplies.

The Cake and Bake show have over 30,000 visitors each year: an audience of avid bakers both amateur and professional, and a social media following of nearly 500 million.

With the huge rise in popularity of home baking on TV, social media, in magazines and on the radio, the industry has rapidly expanded and is now worth a massive £1.7 billion.

What is expected of you

You'll have previous experience selling to C-Suite and director level, a track record of positive leadership and management, as well as day-to-day account management experience of brands. You must have clear understanding of portfolio, sponsorship sales retention and a strategic approach to portfolio growth.

You will be a results-focused thinker with a wide range of experience to contribute to the wider portfolio as well as a confident communicator. You will be able to demonstrate that you have the skills, vision and passion to extract the full commercial potential within the Home Interest portfolio.

Sales

- Ensure sales targets (personal and product) are achieved above and beyond each month
- Have a solid understanding of the digital sales process, with the ability to share knowledge with members of the team
- Know your stuff: industry, competitor analysis, publications, key brands, Media 10, what's best for your clients, inventory, digital targets – and how to increase revenue year on year
- Know your figures: digital target, revenue, year on year comparison, yields, availability, number of clients, new business and retention
- Be responsible and take the lead on solving problems and issues as they arise: amendments, accounts, managing cancellations
- Develop and grow the existing client base and spend
- Actively and intelligently seek new business opportunities
- Ensure all new business is followed up and turned into repeat business
- Ensure the quality of sponsor and exhibitor is kept at the highest achievable level and matched to all shows and products
- Managing clients before, during, and after the show

- Communicating with your director to ensure sales targets are being achieved
- Back management decisions publicly and suggest constructive ideas
- Implement a strategy/vision for your client
- Communicate with the team ensure your knowledge is shared
- Ensure CRM is kept up to date at all times
- Maintain and increase business development – increase new lead sources
- Build client relationships – client management, client retention
- Enforce company policy and procedures
- Build your team
- Be present at all Media 10 events within the Consumer portfolio, irrespective of the fact they may overlap into a weekend

Internal relations

- Communicate with the whole team working in the portfolio; show management, stand sales, marketing, and features teams, ensuring the sponsorship inventory is deliverable
- Liaise with the operations team ensuring the smooth running of the exhibition during build up, the event open times, and break down
- Communicate with credit control to ensure all contracts are fully paid prior to the event
- Communicate with the sponsorship production team who will deliver the deals that you secure

Administration

- Ensure accurate and responsible admin for all sponsorship bookings
- Ensure that the in-house database is up to date with contacts and comments

General

- Support other team members as and when required and maintain a positive and enthusiastic attitude towards the role and the company
- Engage fully in training and development and develop the other account managers in the team
- Be present at all Media 10 events that you work on, irrespective of the fact they overlap into a weekend

What you are good at

- A professional networker
- A strategic and proactive thinker and planner
- Organised with an eye for detail
- Personable and approachable with the ability to build and maintain relationships
- Honesty and integrity

What we will do for you

- Make you feel like part of a family
- Know your name – you're not just a number here
- Encourage you to develop your skills, strengths, and career
- Recognise your contribution and hard work
- You will get to work on the best brands in the industry
- Make sure you're never bored
- Love our company parties
- Make sure you have fun – because we do have fun