

Job Title: Digital Sales Executive
Department: 100% Optical
Report to: Head of sales

About Us

Established in 2003, Media 10 is the most awarded media and events company in the UK, with a growing portfolio of 30 live events covering design, interiors, lifestyle and construction. As well as Media 10 being specialists in the events sector, the Company's creative flare produces well established publications and a series of award-winning magazines and websites.

We not only enjoy what we do, we love it! We are passionate about delivering the very best results in everything we do and expect our team members to have the same passion.

The Brand

Since launching in 2014, 100% Optical has quickly established itself as the largest optical event in the UK, attracting 9,570 UK and international visitors, and more than 200 exhibitors.

Organised in partnership with the Association of Optometrists (AOP), the annual show provides a platform for professionals to:

- Source the latest eyewear, technology and solutions for their businesses
- Gain invaluable CET points as part of our world-leading education programme
- Network with fellow industry peers through one-to-one meetings and parties

The 8th edition of 100% Optical will take place on 23-25 April 2022, at London's ExCel

What is expected of you

The ideal candidate will be sales driven but will also be able to develop new products and give their input steering and developing strategy to match the digital ambitions of the company.

- 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 for solving problems and issues as they arise: amendments, accounts, managing cancellations
- 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
- Be present at all Media 10 events in the Construction portfolio, irrespective of the fact they may overlap into a weekend

Job Title: Digital Sales Executive
Department: 100% Optical
Report to: Head of sales

What you are good at

- Past experience on delivering successful digital revenue
- Lead from the front and set the standard
- A professional networker
- A strategic and proactive thinker and planner
- Organised with an eye for detail
- Role model – encourage, motivate, guide and support
- Team player
- Problem solving
- Honest and have transparency 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
- Train and guide you to be the best you can be
- 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