

Job Title: Digital Sales Executive
Department: All Brands
Report to: Digital Sales Manager

About Media 10

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 Role

Trending Now is our rapid growth email newsletter and content business. By the end of 2022, there will be around 30 live Trending Now's, each targeting a different market. Each one is a carefully curated collection of the best writing in that market, from approved sources. Our Artificial Intelligence helps to build a website and email that is essential reading for people in the market and is delivered to them daily or weekly. We monetise the audience through lead generation, branded content, and display advertising on both the newsletter and related website.

The Digital Sales Exec will represent the Company direct to clients and across agencies, including trading desks and planning teams.

With responsibility to assist in revenue growth, candidates should be sales-focused and be able to demonstrate a track record in business development, within display advertising, and ideally branded content, affiliate revenue, native, mobile, and creative solutions.

Requirements

A background in Digital Media sales is essential, ideally including experience selling to agencies.

- A proven track record of digital media sales
- Proof of an ability to win new business
- To be very familiar with the digital sales process
- Excellent presentation skills
- A media-owner background
- Strong understanding of sales process, pipeline management, accurate forecasting, and delivering results
- Ability to quickly understand technical concepts

What is expected of you

- Ensure sales targets (personal and product) are achieved above and beyond each month
- 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

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- 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
- Measure performance against KPI's and targets for each product, learn to drive this performance and ultimately revenue.
- Present regularly to the Head of Digital the performance of the sales against targets
- Conduct regular competitor analysis, identifying new digital revenue opportunities to create additional revenue streams.
- Provide assistance to the wider sales team in selling digital products.

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