

Job Title: Digital Sales Manager – Trending Now  
Reports to: Head of Trending Now

---

### **About us**

Established in 2003, Media 10 is the most awarded media and events company in the UK, with a growing portfolio of world renowned brands including Grand Designs, Ideal Home Show, Good Homes, Construction Buzz and Icon. Our products span B2B and B2C in Optical, Home Interest, Construction and Design, online, at exhibitions, and in print.

### **The brand**

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 Role**

Responsibilities will include creating and measuring KPI's and targets for each Trending Now, providing analysis, and learning to drive performance and ultimately revenue. Conducting regular competitor analysis, identifying new digital revenue opportunities to create additional revenue streams. Presenting regularly to the Head of Trending Now the performance of the sales against targets

The Digital Sales Manager Trending Now will represent the Company direct to clients and across agencies, including trading desks and planning teams. With responsibility for revenue growth, candidates should be sales-focused and be able to demonstrate a strong track record in business development, with email experience additionally helpful.

### **Requirements**

An established background in digital media is essential, including experience working with agencies.

- A proven track record of digital media sales
- Proof of an ability to win new business, and account management
- Excellent presentation skills
- A media-owner background is preferential
- Contacts with brands and agencies
- Internal and External stakeholder management experience
- Strong understanding of sales process/methodology, pipeline management, accurate forecasting, and delivering results quarterly
- Ability to quickly understand technical concepts and explain them to audiences of varying technical expertise
- Proven ability to be able to manage multiple products concurrently
- Ability to work independently at fast pace
- A desire to overachieve and grow with the business

### **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