

Job Title: Brand Sales Executive

Salary: £26,000

Dept: Ad Sales

Company description

Our Media is a leading special-interest content business, based in the buzzing, creative city of Bristol. We're home to market-leading brands in craft, cycling, science and nature, homes and music.

We help our audiences pursue their passions through highly trusted, original content – in print, video and online. Our much-loved brands include BBC Science Focus, BBC Wildlife Magazine, YourHome, Gathered.how, BikeRadar and Cycling Plus.

We also have an award-winning content agency that works with major charities, brands and membership organisations to help them tell their stories and engage audiences better – in print, video, and online.

Position

As a Brand Sales Executive you will join a spirited sales team that work together to drive revenue across a large UK national media portfolio by autonomously managing key stakeholder relationships.

Reporting to a Group Advertising Manager, you will be working to set monthly revenue targets which involve growing the revenue of new, existing and lapsed advertisers through the effective management of your assigned verticals within your brand market.

This role involves interacting with clients and agencies in a variety of ways, talking to new and existing clients on the phone, via face-to-face meetings/video calls and formal presentations. Rapport and relationship building being fundamental. You will manage your own pipeline and will convert sales effectively. Your KPI's will be based on the above and will be monitored quarterly.

Responsibilities

- Service your allocation of agencies & clients by telephone, video call or face to face presentations / meetings to maintain required contact rates
- Work to set revenue targets and aim to overachieve on these as agreed by your Ad Manager
- Adhere to minimum standards and personal KPI's. These are reviewed quarterly
- Contribute within the team to achieve the overall Brand target
- Manage and develop your own portfolio of clients
- Create and implement new creative ideas that will drive revenues and yields
- Establish and develop relationships with key agency personnel and clients within your vertical
- Manage pipeline and all activity through the CRM system and maintain up to date records and complete necessary administration within the required time frame
- Adhere to all pricing policies in place and confidently demonstrate the values of our Brands

A bit about you

Essential

- Sales experience
- Ability to think both strategically and laterally, to drive value from a client portfolio
- Strong sales negotiation; understand pricing and how to deliver value for clients
- Able to create engaging presentation decks
- Strong communication skills, internal and external

Desirable

- Experience selling integrated advertising solutions
- A strong understanding of digital advertising
- Experience delivering new business, across multiple platforms
- Knowledge of traditional formats (print) and newer ones like social, video and native
- Experience of pitching and delivering integrated partnerships

Other information

We respect and value differences. We believe that when people from different backgrounds and with different perspectives work together, we can create the most value for our people, readers, customers, and society. If you are excited about this role but your experience doesn't align perfectly with everything listed in the job description, we encourage you to apply anyway, as you may still be a good fit for this or other roles.

We're striving to create a more diverse and inclusive environment and to ensure our content is representative of all our audiences. We have established five internal D&I network groups to help our people feel supported and included, and to provide an open environment for people to network, mentor and exchange ideas, solutions, and experiences. If there is anything we can do to make our recruitment process more accessible for you, please do let us know at recruitment@ourmedia.co.uk.

Flexible and hybrid working

We know we create great things and have fun when we come together in person and collaborate. We also know that working from home brings great benefits in terms of being able to focus on our work, and manage our personal lives around our roles. With this in mind, we have established a hybrid working pattern, with 60% of the working week spent in the office.

Our people also benefit from a flexi time policy, and a flexi location policy which gives everyone the opportunity to work from another location for two weeks during the year.

We are open to discussion about flexible working requests for any flexibility needs not covered by these policies.

Company benefits include

- Pension contribution matched to 5%
- Season ticket loan
- Hybrid working pattern, flexi start/finish time
- 25 days annual leave plus bank holidays, plus Christmas closure, plus your birthday off
- Option to buy/sell up to 5 days holiday a year

- Social committee, regular in-house learning events
- 4x life assurance

Our values

We strongly believe that work is not just about what we achieve, but how we achieve it. We want our people to thrive and develop, and we want to effect positive change in the world.

We have an ambitious and robust sustainability strategy, which includes a zero-to-waste, renewable-energy-fuelled office at Eagle House, the complete removal of single-use plastics from our supply chain, and a roadmap to be fully carbon neutral by 2030.

To put that spirit at the heart of our business, we created a set of values with input from everyone here. Our values are:

- **Be kind**
- **Always curious**
- **Be the best we can be**

Apply today to take the next step in your career with Our Media.

The closing date for this role is Friday 29th November, however, we may close the role before the deadline, so please apply early to avoid disappointment.