

Job Description

Media Limited is based in Kentish Town and specializes in magazines, events, digital platforms, customer publishing, direct response, content marketing and Video for the consumer and trade, primarily in the travel and luxury lifestyle sectors. We publish a wide variety of printed and digital publications as well as publishing a significant portfolio of direct response supplements with the National Newspapers as organises a series of high-profile events

Job Summary

We are seeking an experienced Media Sales executive – Direct Response who can develop new business with senior decision makers via our comprehensive range of content supplements and native content articles/themes inserted in most of the well-known newspapers/associations and their respective websites

Duties and Responsibilities

Ability to create desire
Effective communicator
Passionate about how media and content drives both lead generation and brand awareness
Ensuring the monthly sales target is achieved
Great at story telling
Excellent presentations skills and an effective communicator
Highly professional in producing compelling presentation and proposals
Leading the development of commercially funded print and native content campaigns
Ability to monetise our cross-media platforms and react quickly to opportunities
Developing new business and creating ongoing pipeline through pitching to clients
Reviewing competitive activity and delivering creative solutions
Ability to work under pressure and meet deadlines
Great listener and ability to close deals
Understanding the attitudes and behaviours of target customers
Organisational skills and report literacy is essential
Researching current trends within the market
Knowledge of the digital landscape and strong understanding of production
High levels of numeracy and creative skills
Strong communication and presenting skills are a must, both written and verbal
Ideal candidate is driven, ambitious and a team player
Collaborative work style and ability to handle multiple and changing priorities

In return we offer a competitive basic salary and uncapped commission structure.

Please send a copy of you cv to Victoria@aplmedia.co.uk

