

Print Media sales executive

Job description

APL Media is seeking a print media sales executive to work across a variety of its prestigious national newspaper products, including *The Telegraph*, *The Standard* and *The Guardian*.

APL Media has more than 25 years of industry experience and creates leading travel and lifestyle content. Our diverse portfolio spans print media, events, social, email, digital platforms and broadcast. We're also the proud publishers of *National Geographic Traveller* (UK).

Based in Kentish Town, we invite you to join our dynamic team and sell across themes such as health and fitness, food, travel, homes and gardens, finance and legal, and seasonal festive subjects.

Job summary

We are seeking an experienced sales executive with either general sales experience or someone specialising in print media sales to bolster our expanding national press team. The role will focus on developing new business relationships with senior decision-makers across various sectors, leveraging our comprehensive array of spreads and features published in leading UK newspapers.

Duties and responsibilities

- Responsible for selling advertising, branded content and advertorials across both print spreads and features, as well as digital platforms. There will be a focus on leveraging these mediums to generate leads and elevate brand awareness.
- Achieve and exceed monthly sales targets, with a particular emphasis on print media.
- Develop compelling sales presentations and proposals, focusing on spreads and features within national newspapers.
- Lead the development of commercially funded digital campaigns, specifically with regards to themes such as health and fitness, food, travel, homes and gardens, finance and legal, and seasonal subjects.
- Effectively monetise our diverse media platforms, responding swiftly to emerging opportunities in print media.
- Analyse market competition in print and propose creative, effective solutions.
- Uphold high levels of professionalism, even under tight deadlines.
- Exceptional organisational skills and report literacy.
- Continuously research current trends in print media and adapt strategies accordingly.

About you

- Outstanding communication and presentation skills, both in writing and verbally.
- Resilient, ambitious and an excellent team player with superior numerical skills.
- A proven track record of meeting and exceeding sales targets.
- Comprehensive understanding of the print media landscape and its various themes.
- Exceptional organisational skills.
- Self-starter with proficiency in lead sourcing and time management.

What we offer

At APL Media, employees benefit from a wide array of perks and benefits:

- Christmas closing
- Medicare cash plan
- Enhanced parental leave
- Discounted gym membership
- Spend a charity day with your favourite good cause

- Regular socials and more!

Remuneration

- Basic salary coupled with commission.
- On-target earnings (OTE) ranging from £55,000 to £180,000 per annum, with no cap.

Embark on a rewarding journey with APL Media and elevate your print media sales career to the next level.