

## Media Sales Executive — National Press

### Job description

APL Media is seeking a 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.

### Key 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.
- A natural flair for sales.

### **What we offer**

1. Medicash healthcare plan, including discounted gym membership and mental health support.
2. Enhanced parental leave.
3. Opportunity for a charity day with a chosen cause.
4. One week office closure over Christmas.
5. Regular social events.
6. Summer hiking trip.
7. Cycle to work scheme.
8. Regular training sessions.

### **Remuneration**

- Basic salary coupled with unrivalled commission.
- Opportunities for additional bonuses based on page uplifts and both personal and team performance.

### **What next?**



If you're interested in this position, please attach a copy of your CV and include a cover letter stating why you would be great for this role. Please note: Only candidates meeting the requirements for the role will be contacted.

### **About us**

APL Media Limited is a fast-growing, medium-sized content agency and publisher (with over 100 people) based in Kentish Town, London. Over the past 25+ years we've focused on travel and lifestyle content for the consumer and trade industries, and have built a friendly, loyal and experienced team. [aplmedia.co.uk](http://aplmedia.co.uk)

### **Our titles**

- **Consumer:** *National Geographic Traveller (UK), National Geographic Traveller – The Collection, Food by National Geographic Traveller (UK), Living360 and newspaper inserts.*
- **Trade:** *Postcards and ASTA Worldwide Destination Guide.*

**Start date:** ASAP

**Please note:** Only successful candidates will be contacted.

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