

Job Title: Advertising Sales Manager
Department: Gurgle
Report to: Senior Sales Manager

About Us

Established in 2003, Media 10 is the most awarded media and events company in the UK, with a growing portfolio of 30 live events covering design, interiors, lifestyle and construction. As well as Media 10 being specialists in the events sector, the Company's creative flare produces well established publications and owns a series of award winning magazines and websites.

We not only enjoy what we do, we love it! We are passionate about delivering the very best results in everything we do and expect our team members to have the same passion.

The Brand

Gurgle is the leading parenting magazine for mums and mums-to-be looking for inspirational ideas, suggestions and advice to help them be the parent they want to be. It occupies an exclusive position in its sector, owned and sold by the largest retailer in the parenting sector, and now boasts the highest audited circulation. Following significant research activity, Gurgle continues to evolve as the desirable parenting resource and is in a strong position to capitalise its market leading position.

The Role

We are seeking an established advertising manager with a proven track record in sales. You will be expected to lead by example, have a keen eye for good design; you will love to travel, and thrive from being the 'face of the magazine' in a competitive industry. You love publishing and are well-versed in making an industry your own.

What you are good at:

- To manage and motivate the advertising sales team
- Monitor the division sales board performance; create and action incentives for the team
- Ensure sales team are continuously trained to have a strong product knowledge
- Oversee the attendance of the sales team
- Conduct sales team/editor meetings for upcoming briefs
- Develop and grow personal client base and spend, as well as for the entire team
- Ensure that you and your field staff have 12 client presentation meetings booked each month
- Ensure you hit your monthly portfolio target
- Ensure all new business is followed up and converted to repeat business
- Represent the magazine professionally at all relevant exhibitions and events
- To manage the smooth commercial workflow of the magazine by liaising with other departments
- Attend all relevant networking opportunities
- Forecast and report on sales progress and patterns to Senior Management
- Identify opportunities that progress the standing and profitability of the product group
- Conduct regular analysis of the market and influence advertising and overall product strategy to maximise revenue opportunities

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

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