



## Person Specification

**Job Title:** Advertising Sales Executive

### Essential Criteria

#### Experience

1. One year's media sales experience in digital advertising
2. Successful sales track record consistently meeting and exceeding targets
3. Working to deadlines and financial targets
4. Researching and identifying new clients to target
5. Identifying and developing new revenue generating ideas and concepts
6. Maintaining and evolving existing relationships to drive repeat business
7. Account management including chasing of copy and artwork

#### Skills and abilities

8. Target-driven
9. Articulate, with excellent verbal and written communication skills
10. Confident in negotiating, constructing and documenting sales proposals and agreements by 'phone and email
11. An ability to identify new business opportunities and to build long-term relationships
12. Commercial awareness
13. Good team worker
14. Creative and strategic thinker
15. Organised, able to prioritise and to work under pressure without direct supervision
16. Self-motivated and driven to deliver results
17. Enthusiastic and pro-active
18. Prioritisation and time management skills
19. Integrity

#### Knowledge

20. A good understanding of digital advertising opportunities and trends, including sponsored content
21. Budgets and forecasts
22. Understanding of Google analytics
23. Competent computer skills and proficiency in Microsoft Office.

#### Desirable Criteria

1. Knowledge of online advertising sales systems
2. Experience of using CRM databases – we use ACT
3. Clean driving license
4. Knowledge of or interest in the cultural sector



## Job Description

<b>Job Title:</b>	Advertising Sales Executive
<b>Responsible to:</b>	Sales Manager
<b>Location:</b>	Worcester
<b>Salary:</b>	Basic of £18-22,000 per annum + OTE of £23,000-£27,000

Basic salary dependent on experience plus monthly OTE and uncapped commission for exceeded targets.

## About us

Museums + Heritage Advisor (M+H Advisor) is a B2B website and directory for the cultural sector and sits alongside the sector's largest event, the Museums + Heritage Show and the iconic Museums + Heritage Awards scheme. M+H Advisor is aimed at professionals working in museums, galleries and heritage visitor attractions and as such carries advertising and sponsorship from companies and suppliers looking to sell products or services into that market. Our company has been firmly established in the cultural sector for over 25 years.

## About you

You will be confident, positive, enthusiastic and driven. You will be a team-player but also highly self-motivated. The right attitude is critical as is proven track-record of online advertising sales and an understanding of digital marketing opportunities. You will be organised and able to manage your own time to ensure deadlines and targets are met.

## The role

As Advertising Sales Executive you will be responsible for hitting targets and will maximising revenue across M+H Advisor and on our fortnightly e-newsletters which are distributed to c17000 recipients. This will be done primarily by phone and email direct to clients and will require pro-active thinking and an ability to establish and develop long-term relationships. The role requires a creative and thoughtful approach to the use of advertising space and its relationship to editorial. A key part of your role will be to develop the directory of suppliers by selling enhanced advertising packages.

The role provides plenty of opportunity for career development for the right person, as a key member of our small but ambitious company.

## What you can expect to be doing

- Direct sales by telephone and email to new and existing clients.
- Suggesting new advertising packages and new ways to use advertising space to create additional revenue including sponsorship.
- Developing the existing directory of suppliers to maximise revenue
- Building a thorough knowledge of the cultural sector and identifying interesting editorial opportunities through conversations with your clients.
- Continuously bringing on new clients, actively generating new business and developing profitable relationships with new and existing clients.
- Develop profitable relationships with clients and potential clients by means of telephone and email as well as face-to-face at key sector events including Advisor's sister event, the Museums + Heritage Show.
- Sending out emails detailing advertising opportunities as well as pitching these by telephone
- Monitoring and analysing competitive media for business leads
- Actively supporting your colleagues in sales and marketing as well as working closely with the site's editor, as required, to ensure that deadlines are met.
- General client administration - updating database, creating and emailing contracts and invoices and general email communications with clients.
- Ensure client artwork is submitted on time and uploaded to the appropriate spaces
- Ensure that clients pay in line with the terms and conditions of the sales contract
- Being a brand ambassador at all times.

## Apply for this role

Please complete the Application Form and email or post it to Anna Preedy at M+H Media Ltd [anna@museumsandheritage.com](mailto:anna@museumsandheritage.com)

Closing date for applications: Sunday 30 April 2017

Interviews for successful applicants will be held on: Wednesday 24 May in Worcester

Second interviews will be held the following week, if required.