

ARDENT MEDIA LTD

Advertising Exec - £20-£25K base + commission (depending on experience). OTE £55k
Family Traveller UK
Central London, UK
www.familytraveller.com

About Family Traveller

Family Traveller is a vibrant, successful and rapidly growing multi-platform media company and transactional travel business. We are devoted to helping families find and book holidays and days out, to maximise their precious time together.

Across our multiple platforms, we currently reach 500,000 UK families a month, working with the world's most respected travel and leisure brands. We also operate from Germany and the US, with more exciting expansion plans in the pipeline.

Work with us and you'll be part of the most exciting sector in travel – family travel is growing faster than any other part of the travel industry and is already a \$500 billion vertical worldwide.

We are looking for an energetic, passionate and driven Advertising executive to join our team and create cross platform media solutions for a range of clients.

About the role:

You will ensure delivery against key performance metrics, with a primary emphasis on lead sourcing, sending 15 proposals per day, high call times, creating an active pipeline, generating new business whilst being an account management.

Successful Advertising executive need to be aware of changes in the market that impact their target audience. In addition, they need to gain knowledge of the sales strategies of competitors, both for their business and their clients' businesses.

You will be reporting to Sales Director and your main responsibility will be ensuring profitability and revenue growth for the UK magazine and digital platforms.

Responsibilities:

- taking ownership of the full sales cycle and processes
- maximising advertising revenue by carefully planning and executing sales strategy
- dealing with prospects and clients on the telephone or via face to face meetings
- liaising with production, editorial and finance teams

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About you:

- dynamic, focused and self-motivated
- digital native
- confident and an outgoing personality
- the ability to work under pressure and meet targets
- excellent communication skills and telephone manner
- ability to think outside the box
- to be different and memorable
- to learn, develop and create your own unique style