

Business Development Manager, £45K basic+commission

Our client is the world's largest global publisher in the cycle marketplace. Their cycling portfolio includes the world's largest cycling reviews website, and number one source for pro-cycling news and race reports respectively and reaches 6 million unique users every month across the globe. In print they have a monthly circulation of more than 100,000 and their market-leading road title has delivered 14 continuous years of circulation growth. The portfolio also comprises market leading titles and websites in the off road and triathlon markets.

With the popularity of cycling continually increasing, this is an exciting market in growth and consequently there are significant commercial opportunities to rapidly grow advertising revenues, most notably in digital.

The primary responsibility for these roles is to maximise revenues for the Sports Group Brands (Digital and Print), from London based media agencies. You will be responsible for achieving and exceeding budget through effectively selling display and particularly partnership campaigns to your agreed agency patch.

Working closely with the Core sales team Central agency team, you will need to effectively position and sell the Sports group brands and audience to client and investment teams across a broad range of client sectors.

Growing partnership revenues via non-endemic clients, both pure digital and multi-platform, will be a key measure of success in this role. Being able to quickly identify key client needs, and working with publishing and editorial teams to build compelling and often complex partnerships, will ensure we meet our ambitious growth targets in 2015 and beyond.

This role is predominately a Business Development role, so tenacity and the ability to quickly identify and build strong new agency relationships, in addition to working with your existing contacts is key.

Reporting to the Advertising Director - Sports, and working closely with the Agency Sales Director, these roles are key to the continuing success and expansion of our Sports Division.

Weekly reporting of activity, success and market intelligence, alongside weekly update meetings will ensure all relevant KPI's are monitored and achieved.

- Responsible for hitting & exceeding monthly budgets
- Management of pipeline & forecasting
- Accurate weekly and ad-hoc forecasting & pipeline reporting
- Annual sales planning & strategy with quarterly updates & revisions
- Work closely with publishing/editorial on planning and new initiatives
- Work closely with design and product development on new digital products
- Work closely with design on best of breed presentations and pitches

- Assisting in development of cross-media strategy and sales collateral
- Management of campaign delivery, optimisation & best practice, working closely with Ad Ops

Sales & account management of own agency base to include:

- Responsible for generating sales from agreed agency base
- Full management & servicing of key agencies & developing deep relationships with relevant agency contacts, especially at senior level
- Accurate personal pipeline reporting & forecasting

To maximise success in this role, you will need:

- Extensive experience of digital and multi-platform sales to key West End agencies
- A strong understanding of using audience extension as a key part of the digital sales process
- An ability to build effective and lasting relationships across all agency disciplines, particularly planning.
- proven experience of creating, pitching and managing high value, multi-platform partnerships
- Knowledge of the latest trends in digital ad tech and campaign management
- A strong book of existing key digital agency decision makers
- A strong sales ethic, and ability to generate at least 5 key agency meetings per week on an ongoing basis
- An interest in Cycling/Triathlon would be an advantage