

# we're hiring— brand partnerships manager

Starts at 60, Australia's 2017 Mumbrella Media Brand of the Year and the #1 Seniors Influencer, is growing rapidly and recruiting key members of their national sales team. The business is one of the fastest growing digital media companies in Australia with 1 million unique visitors per month and more than 15 million engagements on social media. We have cutting edge advertising and data technology and are looking for digital sales professionals who understand the changing digital environment well.

Starts at 60 is headquartered in Brisbane, but this role will be based in our growing Sydney sales office. With the baby boomer market more attractive than ever, this is an exciting opportunity to capitalise on the fastest growing and most affluent audience in Australia.

The Starts at 60 Brand Partnerships team is structured around key advertiser verticals that actively target baby boomers. We are building a team of specialists in Financial Services, Property, Travel, Government, Healthcare, Entertainment and more.

The Brand Partnerships Manager will own their verticals and drive the relationships with clients and their agencies. They will be at the front of our market face, driving brand partnerships, premium advertising and native opportunities, spanning both existing and potential clients. In this role, you will be prospecting and developing new accounts, managing client expectations, and delivering exemplary client service.

The Starts at 60 business has two core brands in market, Starts at 60 and Travel at 60 with further growth and diversification planned for the coming year.

### **Duties and Responsibilities:**

- Prospect and consultatively sell Starts at 60 products and capabilities to brands and their agencies.
- Meet with and develop strong relationships with all clients and their agencies within your key industry verticals.
- Deliver on specific revenue and new client/vertical goals.
- Use examples, presentations, case studies and a variety of marketing tools to demonstrate how partners can benefit from our unique advertising channel.
- Effectively track all activities during the sales cycle (e.g. contacts, follow-ups, leads, closes, etc.).
- Effectively work with advertising operations staff and others to ensure healthy, collaborative relationships focused on delivering superior client value.
- Become a visible industry leader in your key industry verticals, attending events and other networking opportunities.
- Understand and embrace the entrepreneurial environments and appreciate the opportunity to contribute to the building of a first-class online media company.
- Generate accurate monthly forecasts predicting revenue, and work towards them at all times.
- You will be responsible for identifying, sourcing and structuring new advertising and native content deals for tier one clients, their media agencies and buyers.

### **We are looking for someone with:**

- At least 5+ years of digital media sales experience.
- Specific industry vertical experience highly regarded.
- An excellent track record of over achieving sales targets selling integrated digital packages, native content and sponsorship.
- Have excellent account management, new business, direct and agency sales experience and a good book of existing contacts.
- Finely tuned organisational skills to juggle your networks, accounts and relationships well.
- A clever and creative head for new business development ideas.
- An ability to plan a sales pipeline and drive strong conversions, with both month to month traction and a longer-term relationship and account focus.
- Organised, results driven, and hungry to grow revenue quickly.
- A desire to be an ambassador of the company's brand and integrity on the very front line.
- The traits and behaviours of resilience, grit, good humour and flexibility.

This is a significant opportunity for the right person to join one of the most innovative, dynamic and energetic media brands in Australia. An attractive salary package including base and excellent commission structure is on offer for the right applicant. This role will be based in Sydney. Interstate travel will be required regularly.