

# we are hiring

## national sales director

### **Brisbane or Sydney candidates will be considered**

Starts at 60, Australia's 2017 Media Brand of the Year and the #1 Seniors Influencer in the country, is growing rapidly and recruiting key members of our national sales team. This role will lead the way.

Our business serves the emerging demographic of Baby Boomer that represents 53% of consumer spending and 80% of leisure travel spend. We enjoy 1 million visitors per month and more than 5.5 million pageviews, along with surging Facebook engagement.

We have a cutting edge advertising and data technology stack and are looking for a digital sales team leader who understands the changing digital environment and will lead from the front, driving our sales team's strategy and performance and being a critical part of sales activity on a day-to-day basis.

Our National Sales Director, our most senior Sales role, will represent the business' sales presence nationally across both Starts at 60 and Travel at 60. Whilst Starts at 60 is headquartered in Brisbane, the role can be based from the Brisbane HQ with regular travel or our Sydney office.

This senior management and customer facing role straddles traditional digital media sales and long term strategic partnerships, driving revenue targets, managing a team, and responsible and accountable for the growth of media revenues.

You will plan and drive the sales pipeline, coordinate our entry into key target clients, position our business' products and services in a way that secures strong prospects, and lead our sales team with the networks, digital packaging and solution selling they need to drive conversions. And you'll be in there with them driving it from the front.

### **The primary responsibility for the role is**

- Prospect and consultatively sell Starts at 60 products and capabilities to advertising agencies and directly to strategic national targets.
- Pursue self-generated leads or leads other company executives, corporate enquiries, marketing campaigns, advertisements, networking, and other sources generate.
- Plan, manage and deliver on the sales pipeline and new client goals.
- Drive monthly targets and establish longer term relationships .
- Commercial Partnerships;
- Directing and managing our existing sales team with network and targeting guidance.
- Sales management, forecasting and reporting.
- Effectively work with advertising operations staff and others to ensure healthy, collaborative relationships focused on delivering superior client value.
- Deliver superior skills in all facets of the sales cycle including prospecting, presenting, negotiating and most importantly closing sales.
- Understand and embrace the entrepreneurial environments and appreciate the opportunity to contribute to the building of a first class online media company.
- Report into the business' executive and input into board reports.

### **You will do this by**

- Growing revenues from primary and secondary target clients;
- Positioning the business for major partnerships with agency and clients and key influencers;
- Proactively driving new clients to offer products and partnerships with our travel marketplace and media sites; and
- Support and guide the development of our national sales team, helping them expand their networks and drive their focus into appropriate markets.
- Being a humble team player prepared to “do” the work required to hit targets with your team and support them to success at the coalface.

This role requires a strong and proven existing digital media network, and a broad digital sales and 'consultative' skill set that can work at the executive level of some of Australia's best companies.

### The ideal person for the role has

- An excellent track record of achieving sales targets selling integrated digital and insights packages, native content and sponsorship and packaging it strategically to solve clients' problems.
- A great book of existing contacts and finely tuned organisational skills to juggle your networks, accounts and relationships.
- A collaborative approach to developing our sales team's skills, networks and success with key clients.
- 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.
- Results driven, and hungry to grow revenue quickly.
- A clever head for new business development ideas.
- An understanding of the mature media market, and the customer behaviour and a strong respect for the cohort and the business' ambitions to grow the market position with integrity.
- A desire to be an ambassador of the company's brand and integrity on the very front line.
- You'll also be a great team player.

An attractive salary package including base and excellent commission structure is on offer for the right applicant.

To apply please send a custom application detailing the role you are applying for to:  
[admin@startsat60.com](mailto:admin@startsat60.com)