

we are hiring senior digital sales & partnerships manager

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. And this is the only growing demographic in the next 50 years.

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.

Starts at 60 is headquartered in Brisbane, but this role can also be based in Sydney.

Our Senior Digital Sales & Partnerships Manager will drive the relationships with media agencies and clients direct, working in parallel with a vertical market focus. You'll be at the front of our market face, reporting to our National Sales Director, driving brand partnerships, premium advertising and native opportunities, spanning existing clients and developing new business. In this role, you will be prospecting and developing new accounts, managing client expectations, and shaping short and long term client relationships.

The Starts at 60 Sales 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 Starts at 60 business has two core brands in market, Starts at 60 and Travel at 60.

Duties and Responsibilities

- Prospect and consultatively sell Starts at 60 products and capabilities to Advertising Agencies, and directly to end clients' marketing teams.
- Deliver on revenue targets and new client goals.
- Pursue self-generated leads or leads from other company executives, corporate enquiries, marketing campaigns, advertisements, networking, and other sources generate.
- Set up meetings and/or conference calls with and sell to targeted prospects.
- Use examples, presentations, case studies and a variety of marketing tools to demonstrate how prospects can benefit from our unique advertising and media channel.
- Effectively track all activities during the sales cycle using our company systems (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.
- Prepare and deliver sales presentations on advertising opportunities to new and existing customers in order to generate leads and acquire new business.
- 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.
- 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

- An excellent track record of 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 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.
- 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.
- Humility enough to be a team player prepared to "do" the work alongside others in your team that drive success.
- You will have 5+ years in media sales and 2+ years in digital media sales. Ideally more...

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.

Flexibility will be considered. This role will be based in Brisbane or Sydney. Travel will be required regularly.

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