

we are hiring

digital sales executive—two roles

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.

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 Digital Sales Executive 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 prospects 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 1+ years of digital media sales experience and 2+ years of media sales.
- 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 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.
- 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.

Interstate travel will be required regularly.

We are seeking one Brisbane based role and one Sydney based role.

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