

We are hiring Digital Sales & Partnerships Manager

Who are we and what makes us special?

Starts at 60, Australia's 2017 Media Brand of the Year, #1 Seniors Influencer in the country and the gateway to more than a million baby boomers online. Our business serves the emerging demographic of Baby Boomer that represents 53% of consumer spending and 80% of leisure travel spend. Our website enjoys one million visitors every month and clocks up more than 5.5 million pageviews, and our commercial and editorial content consistently win sector-beating Facebook engagement rates. We have a cutting-edge advertising and data technology stack and are looking for a Digital Sales & Partnerships Manager who understands the changing digital environment and will lead from the front, driving our sales strategy and performance and being a critical part of sales activity on a day-to-day basis. We're growing, creating and innovating ahead of our field, and we want you to be part of the family and join us on our exciting journey. You can make a real contribution to the ongoing success of our business.

What will you be doing?

Based in our Sydney office, you will be responsible for identifying, sourcing and structuring new advertising and native content deals for tier one clients, their media agencies and buyers.

Our 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, 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.

What do you need to be successful?

The ideal person for the role will:

- 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 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.
- A desire to be an ambassador for the company's brand and integrity on the very front line.
- A great team-player.

Don't miss the opportunity to make your mark and be part of a dynamic, growing and fun environment. An attractive salary package is on offer for the right applicant.

Please submit your application to admin@startsat60.com.

Only shortlisted candidates will be contacted.