

# We are hiring

## Digital Partnerships Manager

### Why are we so special?

We started Starts at 60 in 2013 with the ambition of bringing together online the growing number of people who were coming into this super-exciting life stage of their lives: turning 60, tasting freedom and starting to live their own dreams. People joined us in droves and we formed the largest digital community of over-60s in the western world, anchored by our media, community and helpful conversation. Now, Starts at 60 [www.startsat60.com] is Australia's largest and most active online community for the mature market reaching over 1.3 million people per month and 6.7 million plus pvs per month. Starts at 60 is Australia's Media Brand of the Year 2017 and the #1 Seniors Influencer in the country as measured by Branddata and our commercial and editorial content consistently win sector-beating Facebook engagement rates.

We pride ourselves on giving a loudspeaker to the voice and listening to the heartbeat of the Baby Boomer generation, and seeking out ways to make our community's lives better, more fun and more exciting. The news, inspiration, stories, offers and travel deals you see on the outside are just the skin of something far more special – they're at a great stage of life.

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, The Digital Partnerships Manager will work with media agencies and direct clients to build integrated partnerships that utilise our media and marketplace assets. This Manager will use their existing, and build new industry relationships to bring in new business and continue growing existing and repeat partnerships. The key performance indicator will be performance against allocated budgets. The role forms part of a friendly, social and enthusiastic Sales Team. If you are driven to succeed and think you can make a positive difference, read on.

Key to your success will be your ability to:

- Work within their specific categories to sell the range of Starts at 60 and Travel at 60 advertising products
- Understand and diligently work within the sales strategy to reach assigned sales budgets
- Generate leads for new business whilst managing existing relationships
- Ability and confidence to create presentations and pitch to senior level stakeholders
- An in-depth understanding of the market and have a strategic approach to working with clients to find a solution to their marketing objective
- Maintain accurate and timely sales information management, using the company's CRM system
- Represent and promote Starts at 60 with the utmost level of integrity, both internally and externally, at all times
- Drive a lean 'scaleup' style environment of economic use of time and resources
- Create and foster a sense of accountability within the company by developing evolving and adhering to appropriate metrics
- Celebrate the wins, irrespective the size

## What do you need to be successful?

- 2+ years experience in Digital Media Sales/Account Management
- Sydney based
- Experience working with client direct and agencies, contacts not required but considered favourable
- Proven track record of consistently hitting sales targets
- Proficient in Microsoft Office and Google Docs
- Previous experience using a CRM
- 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 be part of a dynamic, growing and fun environment that will encourage you to be the best you can be.

Submit your cover letter and CV to [rebecca.wilson@startsat60.com](mailto:rebecca.wilson@startsat60.com)

Only candidates who have been shortlisted will be contacted.