

BELFAST CITY AIRPORT

Media Sales Executive

Job Description

Media Sales Executive

Role Summary

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|-----------------------|---------------------------|
| Department | Commercial |
| Reports to | Head of Commercial |
| Direct Reports | None |

Job Purpose

The role of Media Sales Executive is to deliver targeted sales across the digital media formats, support the sales growth of digital media and support the administration functions with media and advertising at Belfast City Airport.

Key Responsibilities

1. Reporting to the Head of Commercial and working alongside the Media Sales Manager to deliver sales objectives of the business.
2. Work cohesively with the Media Sales Manager on sales and client relationships
3. A key focus on digital media sales across all formats on site
4. Ensure the achievement of agreed sales targets, KPI goals and objectives.
5. Identify and develop new business from the core market, as well as actively pursuing new business sectors selling from an extensive suite of opportunities within an exciting media portfolio with an emphasis on digital.
6. Ensure that all client engagement is carefully prepared and executed to a very high standard.
7. Develop creative briefs as well as producing proposals in response to clients brief.
8. Develop a best-in-class relationship with the local, ROI and UK agencies to ensure they continue to be a trusted and valued partner.
9. Develop and build the business network across the digital media industry in NI & UK to support the sales growth of digital media.
10. Account management and growth of agency spends.
11. Produce monthly reports providing details on sales and future growth.
12. Work closely with all Airport departments in order to contribute to the profitable development of the business.
13. Manage operational aspects of the media sales business where required including all associated administration.
14. Keep abreast of developments in the media and commercial advertising sectors.
15. Supporting the Senior Management team in staff engagement and corporate responsibility initiatives across the business, acting as an ambassador for the airport during key events.
16. Any other duty reasonably deemed to fall within the skill of the post-holder and remit of the role.

Qualifications, Knowledge, Experience & Skills

Essential:

- At least 2 years proven experience in a competitive sales environment.
- Experience of prospecting and delivering new business with a strong financial and commercial acumen.
- Ability to deal with both internal and external customers to identify opportunities to drive business objectives/targets and performance.
- Excellent communication skills (written and verbal), with an ability to build effective working relationships and to engage with people at all levels, internally and externally.
- Experienced in delivering presentations.
- Excellent organisational skills with an ability to prioritise and manage workloads, work independently, and maintain accuracy and attention to detail.
- Strong verbal and numerical skills.
- Strong interpersonal skills coupled with excellent relationship building skills and the ability to work as a team.
- Proficient experience in use of Microsoft Office.

Desirable:

- Full clean driving licence
- Experience in media/digital/online sales or a similar sales environment within the past 24 months.
- Third level qualification or equivalent.
- Experience of managing multiple projects in a fast-paced environment.
- Experience of managing advertising function within a sales environment.
- Experience of setting up a sales management system.