



Vacancy: Media Sales Executive

VACANCY:	Media Sales Executive
DEPARTMENT:	Commercial
REPORTING TO:	Head of Commercial Development
WORKING HOURS:	40 hours per week

An opportunity has arisen for an enthusiastic individual looking to take the next step in their career. The Media Sales Executive is responsible for delivering targeted advertising sales across all airport media formats, with a strong emphasis on driving the growth and performance of the airport's digital media strategy. The role focuses on developing new business, maximising existing client relationships and contributing to the evolution of digital media assets to ensure the airport remains a leading and competitive advertising platform.

Key Responsibilities:

- **Revenue Delivery:** Work with the Head of Commercial Development to deliver the annual media sales revenue budget.
- **Client Relationship Management:** Develop and maintain strong relationships with clients, positioning the Airport as their preferred advertising partner.
- **Digital Media Growth:** Support the ongoing development and optimisation of digital media assets, ensuring digital channels deliver against agreed sales targets, KPIs, and objectives.
- **New Business Development:** Identify and secure new business opportunities, develop a strong sales pipeline, and segment customers to maximise revenue potential.
- **Client Engagement Preparation:** Ensure all client interactions, meetings, and presentations are thoroughly prepared and delivered to an exceptional standard.
- **Proposal Development:** Create and deliver compelling client proposals demonstrating how airport media solutions support brand and advertising objectives.
- **Creative Briefing:** Develop clear and effective creative briefs aligned to the agreed campaign approach in collaboration with clients and internal teams.
- **Agency Partnership Management:** Build and maintain strong relationships with advertising agencies to ensure the Airport remains a trusted commercial partner.

- **Operational Coordination:** Work with internal stakeholders and external suppliers to support efficient, safe installation and refresh of media assets.
- **Asset Management:** Support the Head of Commercial Development to develop robust business cases for capex investment providing data, insights and recommendations to improve, upgrade or expand media assets.
- **Sales Reporting:** Provide regular reports on current sales performance, future revenue opportunities, and market developments.
- **Billing & Financial Management:** Ensure accurate and timely billing and manage agency accounts and payments.
- **Networking & Representation:** Attend external business and networking events, acting as a professional ambassador for the Airport.
- **Market Awareness:** Stay informed on trends in the media and advertising sectors, identifying new commercial opportunities and operational efficiencies.
- **Corporate & Staff Engagement:** Support Senior Management with corporate responsibility initiatives and staff engagement activities across the business.
- **Cross-Department Collaboration:** Work closely with all Airport departments to support the profitable development of the business.
- **General Duties:** Undertake any other duties consistent with the role's responsibilities and the skills of the post-holder.

Essential Criteria:

- Proven experience in media sales, advertising or a commercial revenue generating role.
- Track record of achieving and exceeding sales targets, KPIS and revenue objectives.
- Experience managing client relationships and delivering high quality customer engagement.
- Strong new business development skills, including pipeline creation.
- Experience developing commercial proposals and presenting solutions to clients.
- Ability to prepare clear creative briefs and work collaboratively with agencies and internal teams.
- Excellent communication, negotiation and presentation skills.
- Strong organisational skills, with the ability to manage clients, deadlines and priorities.
- Competence in sales reporting and Microsoft office (particularly Excel, PowerPoint and Outlook).
- Ability to work safely and collaboratively with operational teams and external contractors.
- High attention to detail, ensuring accuracy in billing, documentation and client communications.
- Proactive, self-motivated and commercially aware, with the ability to identify opportunities and make recommendations.

Desirable Criteria:

- Knowledge of digital media formats, digital advertising trends and the ability to support a digital media growth strategy.
- Project management experience, including the ability to coordinate, prioritise and deliver multiple projects simultaneously while collaborating with cross functional and external suppliers.
- Full driving licence.

To apply, please submit your CV along with a cover letter, briefly outlining how you meet the criteria to the Human Resources Department by email at human.resources@bca.aero.

Closing date for submission of CV & cover letter by COB Friday 16th October 2026.

The Company employs people from all sections of the community and is committed to the appointment of the best candidate based on the merit principle alone.