**Sales manager:**

**CREATIVE SOLUTIONS**

Great British Chefs is the leading premium food media brand ([www.greatbritishchefs.com](http://www.greatbritishchefs.com) / www.greatitalianchefs.com) in the UK and attracts over 1.5 million monthly visits from foodies.

We publish content that is created in collaboration with more than 150 of the finest chefs in Britain and Italy, who have been awarded over 200 Michelin stars between them. The quality of our content and technology has led to our site having the highest engagement rate of any food site in the UK (according to Similar Web and Alexa).

With our highly loyal audience, which includes over 1 million highly engaged followers across social media we are able to conduct insightful research. We leverage this insight to help brands engage and reach our premium audience through deep integrated creative solutions which we develop for some of the most exciting food and non-food brands in the UK today.

Designed to inspire our audience, we create content specifically for brand campaigns. Some are designed to get our audience to cook with a partner’s ingredients (e.g. Norwegian Fjord Trout), try new techniques (e.g. pickling with Sarson’s vinegar) or expand their repertoire with new, on-trend cuisines (e.g. gluten-free cakes with Doves Farm). We have worked with drinks brands to help them own specific types of cocktails (e.g. Fever-Tree and gin & tonic), created a library of recipes and video content to inspire people to cook and ultimately buy sous vide equipment and also built a strategic partnership with Barilla to encourage our audience to cook more interesting pasta dishes with quality dried pasta.

This creative solutions sales role is a truly exciting opportunity for someone who understands the world of brands, consumer insight, digital, and is both creatively and commercially minded. It is also a great opportunity to be mentored by a management team with a wide range of experience and be part of a thriving business producing some of the most respected work in the digital publishing space.

You will be responsible for:

Developing and maintaining a robust pipeline via Salesforce

Securing meetings with contacts (new and existing) and ensure high conversion to deals

Creating proposals which are both creative and engaging and above all answer the challenge given by the brand and are profitable for Great British Chefs

Developing relationships with key contacts and growing our business with them over time

For more information about our work see our case studies and insight (www.greatbritishchefs.com/insights-and-consultancy)

Candidate Profile:

A consistent track record of personal over achievement and digital solution selling to brands

A passion for online and digital content, 3+ years’ experience of selling advertising creative solutions for a digital consumer facing title

Direct client selling experience required, with agency sales and/or sponsorship sales experience an advantage

Proven ability to personally develop, maintain and grow a pipeline, ie;

* Identify who controls the marketing budget
* Contact leads via phone / email
* Set up meetings and ensure the client understand the purpose of the meeting
* Introduce Great British Chefs explaining our proposition, our audience profile and deep insight we have into our audience
* Persuading clients to buy into our proposition and proposing relevant solutions to the brands challenges
* Close the deal, recording all pipeline details and issue appropriate ‘paperwork’
* Maintain ongoing relationship with Client during the campaign to ensure well positioned to secure renewals

**Skills:**

* Great writing skills and the ability to craft creative proposals
* A good telephone manner
* Confidence and an outgoing personality
* The ability to build relationships with customers and internal departments
* Diplomacy and patience
* The ability to work under pressure and meet targets
* Ability to use Excel and PowerPoint to create persuasive proposals for brands

**Location**

London (Angel, Islington)

**Package**

Competitive salary plus bonus scheme. There is also an EMI option scheme that is open to all employees and gives the successful application the chance to own equity in the business

**Application process**

Please send your CV and a covering letter to Amanda@greatbritishchefs.com to explain why you believe you are the right person for this job identifying relevant experience.