

## **Brand Partnership Sales Manager: CREATIVE SOLUTIONS**



**GREAT  
BRITISH  
CHEFS**

Great British Chefs is the leading premium food media brand ([www.greatbritishchefs.com](http://www.greatbritishchefs.com) / [www.greatitalianchefs.com](http://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. To date we have published over 4,500 of their recipes which would usually only be available through purchasing a high end cook book. 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 hugely loyal and passionate audience, which includes over 1.2 million highly engaged followers across social media and we've built a vibrant community through member initiatives such as our cookbook club which has almost 5,000 members.

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— Targeting Britain's 13 million foodies, we conduct regular research which enables us to understand the shifting trends and demands of this influential group of consumers. We are able to convert this data into actionable insight which is used to shape highly impactful campaigns which we run on behalf of our strategic brand partners. We leverage this insight and access to the best culinary minds to create and deliver campaigns that help solve our brand partners' challenges and deliver ROI.

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 premium produce and 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 flour from 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 branded recipes and rich video content with top chefs featuring products 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. Many of our partners have worked with us year after year and consider us a key partnership as part of their go-to market strategy.

This brand partnerships 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
- Writing proposals which are creative, engaging and ultimately deliver against brands specific challenges, whilst maintaining profitable margins for Great British Chefs.
- Developing new partnership platforms (in content, talent endorsement, experiential and licensing), generating exciting ideas and collaborating with partners
- Developing strategic relationships with key contacts in the world of food and collectively growing business with them over time

- Forecasting and delivering sales targets as well as identifying new revenue opportunities



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

### **Candidate Profile:**

A consistent track record of personal over achievement and selling effective solutions to brands – both client direct and to agencies

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

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

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Proven ability to personally develop, maintain and grow a pipeline, i.e;

- 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, understand client's objectives
- Facilitate creative sessions and generate ideas in response to client briefs as well and developing pro-active ideas to pitch to clients
- Persuading clients to buy into our proposition and proposing relevant creative 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](mailto:Amanda@greatbritishchefs.com) to explain why you believe you are the right person for this job identifying relevant experience.