



GREAT
BRITISH
CHEFS

Digital Partnership Sales Exec: CREATIVE SOLUTIONS

Great British Chefs is the leading premium food media brand (www.greatbritishchefs.com / www.greatitalianchefs.com) in the UK and attracts over 1.5 million monthly unique 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 5,000 of their recipes which would usually only be available through purchasing a high-end cookbook. 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 industry leading 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 (including branded content, original video, product placement, talent endorsements, experiential and native digital display) 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 exclusive content for brand campaigns. Some are designed to get our audience to cook with a partner's premium produce and ingredients (e.g. Norwegian Seafood), try new techniques (e.g. Sous Vide cooking) or 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 branded recipes and rich video content with top chefs featuring products to inspire people to cook and ultimately drive purchase. 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 senior Sales Exec role is a truly exciting opportunity for someone 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:

- Supporting the business development team in delivering partnership revenue
- Helping to identify new partnership leads and secure meetings
- Arranging/attending client and agency meetings
- Maintaining Salesforce (CRM) and ensuring its always up to date
- Analysing sales data – providing pipeline forecasts etc
- Contributing to writing proposals which are creative, engaging and ultimately deliver against brands specific challenges
- Helping to build content and distribution media plans and costings
- Managing the 'internal handover' process once a deal has been agreed - briefing the wider business to ensure smooth transition and all KPIs are communicated

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



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Candidate Profile:

- Minimum of 2 years' experience in a digital / partnerships role either at Agency or Media owner
- A track record of commitment and sales achievement
- A passion for online and digital content, with experience of selling advertising creative solutions and branded content for a digital consumer facing title
- Experience with Salesforce or similar customer-relationship management software
- Awareness of personal objectives and the impact/requirements of the team and wider business
- Confident, self-starter, creative drive

Skills:

- Organisational and multi-tasking skills
- Confident and outgoing personality
- Good phone manner as well as writing style
- The ability to build relationships with both internally and externally
- Diplomacy and patience
- The ability to work under pressure and meet targets
- Confident use of Excel and PowerPoint
- Experience in using digital planning / data analytics tools
- Passion for food
- Likes to have fun

Location

London (Angel, Islington)

Package

Competitive salary plus bonus scheme

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

Deadline for Application – Monday 21st October 2019