

Business Development Executive



**JOB TITLE** Business Development Executive



**DEPARTMENT** Sales

**LOCATION** Home/London

**HOURS OF WORK** Full-time 9:15am – 5:15pm (35 hours p/w)

**CONTRACT** Permanent

**SALARY** £25,000 with uncapped commission (realistic OTE in year 1 £36,000 to £48,000)

**REPORTING TO** Commercial Director

Premier is a respected multi-platform media organisation publishing and broadcasting across a broad range of print, digital and radio platforms. We serve a diverse audience of Christian people worldwide. Premier exists to help people encounter God through media, and we need an experienced Business Development executive to join our busy advertising sales team.

# What you’ll be doing

You will be responsible for growing sustainable and profitable income, by selling a range of media adverts including print, digital radio and sponsorships, forming trusted relationships with people at all levels including media buyers. You will thrive in a target driven environment and sell to the close.

Your selling style will be collaborative, and you will be experience of end to end media campaign management. Ideally you will be a competent user of customer relationship management systems (CRM ) as well as digital planning and diary tools to help manage your portfolio of clients. You will also be a good networker with the ability to generate new business contacts from a variety of sources.

## Ready to make a lasting Impact? Apply now and be the Business Development Executive that elevates Premier to new heights!



Job Description / Person Specification

# Mission of Premier Christian Communications

Premier exists to help people encounter God through media.

# Purpose of role

Premier thrives because of the many people who contribute their skills and passion to this ministry. This role will grow sustainable and profitable income from your own base of account customers, forming trusted relationships with key decision-makers at all levels. Maintaining a strong focus on acquiring new business with the ability to identify lasting business opportunities. Having a strong focus on end-to-end account management to ensure your clients receive the highest levels of customer service and satisfaction.

# Tasks and duties

* Work closely with production teams and schedulers to ensure you meet production deadlines and address any production challenges
* Competently use a Customer Relationship Management platform for accurate pipeline management, account management and record keeping.
* Deliver exceptional standards of customer service upholding our company values
* Prepare client media proposals which meet the client’s needs and which exceed their expectations
* Manage your campaigns from end to end, which includes copy chasing, scheduling media, dealing with changes to the campaign and ensuing that the client receives the required campaign evaluation.
* Constantly exceed individual and team targets.
* Achieve the required call targets, talk time, and call standards.
* Manage your campaigns using project software after the deal is closed, also ensuing your clients receive the required end of campaign feedback.
* This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements at any time

## Qualifications and experience

* B2B telephone sales and account management experience in a media environment.
* Able to competently use a variety of office applications including CRM & Microsoft Office
* Strong negotiating skills
* Proven record of sales success in a media sales environment and have a confident telephone sales pitch
* Interest in, or an understanding of digital performance analytics.
* Able to work as part of a team in a dynamic environment
* Ability to manage the sales pipeline and sell to the close.
* Ability to manage the media campaign from end to end
* Ability to evaluate campaign success using reporting and analytics
* Ability to generate your own leads through a variety of sources, have good networking ability, and be skilled in managing your sales pipeline right through to conversion.
* Attention to detail is a must as is the ability to meet deadlines.
* Results oriented with a genuine passion for exceeding targets.

## Other requirements

* Able to work out of hours during any emergency or critical incident
* Able to travel to Premier’s London office as and when required
* The post-holder will work in a Christian environment. Therefore, it will be necessary for the post-holder to have respect for the Christian faith, its values and be in sympathy with our organisational aims

## Personal qualities / key attributes

* Lively, high performance individual who thrives in a fast-paced environment
* Self-motivated
* Tenacious
* Collaborative
* Creative Thinker
* Resilient
* Resourceful



# Our Strategy and Values

**Premier exists to help people encounter God through media.**

## Premier’s Strategic Priorities

Throughout its history, Premier has consistently been at the forefront of innovation, breaking new ground

despite challenges and opposition. In today’s fiercely competitive market and challenging cultural landscape, technology provides us with new avenues to reach and serve spiritually hungry people globally.

Despite constraints such as our temporary office space with limited studios, Premier’s dedicated team, strong market position, solid reputation, and innovation form a robust foundation for future growth. This strategic direction sets the overall course and objectives for our organisation.

It is crucial for each Premier team member to understand how their role contributes to our strategic direction on a day-to- day basis. We want our employees to see the bigger vision and know why their contributions matter.

# Our Strategy and Values

## Premier’s Culture

The way we behave towards others and our work impacts whether or not we are effective. Ultimately, our culture

is shaped by our Christian ethos. Our history as a media organization has also shaped us in a uniquely dynamic way. When we use our values to make decisions, we make a deliberate choice to focus on what is important to us.

When our culture is embodied in our actions, it creates the environment for successful performance, sets the tone for other employees and helps to provide the best experience to those we serve.

# Premier people are

**Honest**

We tell the truth, admit mistakes and share credit

**Loving**

We serve, look after, forgive and encourage one another

**Excellent**

We create top quality work efficiently and strive to get things right

**Creative**

We find innovative ways to achieve our mission and problem solve

**Dynamic**

We adapt quickly to changing circumstances