

GENTLEMAN'S JOURNAL

SALES EXECUTIVE

The Details

Over the last five years, Gentleman's Journal has built one of the most premium and influential men's luxury audiences in the world. Today, Gentleman's Journal is the premier lifestyle publication and agency for the modern gentleman — a curated handbook of the finer things in the world.

Gentleman's Journal is looking for a personable and organised Sales Executive to join our commercial team.

The Sales Executive will be responsible for creating and assisting new and existing commercial projects, as well as working closely with clients across the GJ portfolio (print, digital, GJ Clubhouse and GJ Shop)

You will work with the commercial and editorial teams of Gentleman's Journal, making sure that communication with each client is coordinated and opportunities are maximised.

The role includes but is not limited to:

Account management and market share growth

- Servicing existing accounts across sectors, maintaining relationships and growing investment from each account across the Gentleman's Journal platforms.
- Regularly updating accounts with new offerings, initiatives and tactical opportunities throughout the year.
- Regularly calling and meeting with clients and understanding their objectives and KPIs in order to offer proactive solutions and new commercial initiatives.

New business development

- Driving new business into Gentleman's Journal across all market sectors.
- Liaising with editorial and marketing to source commercial opportunities.
- Creating pitch decks and client specific sales collateral.
- Regularly compiling new leads from the competitive set of titles and sourcing the appropriate contacts.

Management of commercial campaigns and reporting

- Monitoring live campaigns and working closely with commercial, editorial, and social media teams to ensure optimisation of each campaign according to KPIs.
- Liaising with internal teams and clients to ensure all appropriate assets are submitted for commercial projects.
- Ensuring all projects are scheduled and delivered on time as per agreed live dates.
- Producing end of campaign reports for all commercial projects using Google Analytics and in-house social reporting.

- Overseeing advertising production as the point of contact for print and digital artwork.

Working with editorial teams and internal stakeholders

- Build close working relationships with the GJ team across publishing, marketing, and accounts.
- Assist with flat planning the print issues and positional guarantees for advertisers.
- Briefing Design and Editorial to create assets and make sure that the activation is delivered according to the agreed timeline and KPIs.
- Working closely with the digital director to monitor digital ad inventory and ensure impressions are delivered.

Identifying new business opportunities

- Working across the GJ portfolio to identify opportunities for revenue diversification via Membership, The GJ Shop, live events, sponsorship, and product.
- Building client relationships and seeking to grow investment across platforms.
- Assisting with the wider commercial strategy with the publisher yearly and by each quarter.

The Person

- 1-2 years relevant sales experience.
- A good understanding of the luxury marketplace and cross platform sales.
- Strong inter-personal skills.
- Understanding client KPIs and delivering against objectives.
- Excellent time management and organisational skills.
- Ability to prioritise your workload.
- Knowledge of Google Analytics, social media reporting and Excel.

Apply

If you are interested to apply for this role, please provide your CV and a cover letter to Miles Dunbar (miles@thegentlemansjournal.com).