

GENTLEMAN'S JOURNAL

Job Title: Business Development Manager

Location: London (Hybrid — in-office + remote)

Start Date: ASAP

About GJ

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, agency and influencer brand for the modern gentleman — 'a curated handbook of the finer things in the world'.

We are looking for a Business Development Manager who has advertising sales experience within the luxury brand and / or talent sectors. The individual must be familiar with cross-platform selling across digital and have a track record in achieving sales targets and have excellent client management skills.

Our offering:

- [Gentleman's Journal](#)
- [GStudio](#)
- [GInfluence](#)
- [GJ Marketplace](#)

The Role

Reporting to the Publisher, this role will be responsible for driving new business (outbound) and commercial growth across all our digital services.

Key Responsibilities

- Negotiate commercial partnerships in all areas of the business offering.
- Responsible for identifying and researching strategic growth opportunities around both existing and new client business.
- Maintain and manage new client partnerships, with a focus on fostering strong relationships and acquiring future business.
- Manage ongoing client relationships, working alongside GJ's Account Management team, to drive and build repeat business within existing accounts.
- Serve as a liaison between clients and our internal teams (Editorial, Creative, Account Management, Finance, etc.) throughout the sales process.

- Work closely with all departments ensuring the project is delivered on time and on budget.
- Create case studies and brand campaign reports for new and existing partners.
- Travel as necessary for clients meetings, industry events and networking opportunities.
- Oversee individual sales and new business performance, including reporting on:
 - Weekly reporting on client relationships, opportunities, plans and meetings.
 - Monthly reporting on sales plan targets and KPI's.
 - Quarterly Business Development Forecasting (Leads, Opportunities, Price, Gross Margin).

Candidate Requirements

- Proven record of generating new business and selling / cross-platform sales experience.
- Experience selling to heads of marketing, social media, communications, public relations, etc.
- Have a fluent understanding of the digital / social media advertising ecosystem and an insatiable appetite for learning about industry innovations.
- Performance / KPI driven — demonstrated success in producing results against company-wide objectives and targets.
- Ideally can demonstrate preexisting relationships and knowledge in luxury, fashion, beauty, lifestyle, automotive and food & beverage industries.
- Experience of working in a fast-paced environment, managing multiple projects and stakeholders simultaneously.
- Great interpersonal skills, able to forge strong relationships with people of all levels (internally & externally).
- Experienced in presenting and leading client-facing meetings (including pitching).
- Be a curious self-starter with a problem-solving mindset and a proactive, can-do attitude.
- Balance of commercial acumen and a creative mindset.

Culture & Benefits

- Performance-based rewards — significant % commission structure in place.
- Hybrid working — split between in-office (central London) and remote.
- Regular events, socials and team lunches at prestigious locations.
- Young, social team.
- Regular progression and career growth opportunities.

Gentleman's Journal is committed to a diverse and inclusive workplace. Gentleman's Journal is an equal opportunity employer and does not discriminate on the basis of race, national origin, gender, gender identity, sexual orientation, protected veteran status, disability, age, or other legally protected status.

To apply please send your CV to robbie@thegentlemansjournal.com.