

Digital Media Sales + Partnerships Manager

Location: London

Reporting to: Managing Director

Background and The Opportunity

This is an exciting new role within the *World Coffee Portal* team, part of the Allegra Group, tasked with driving new creative partnerships and sales opportunities across the innovative global coffee industry.

You will work closely with our new Managing Director and senior research team to lead our expansion into compelling new media and integrated revenue streams. As the go-to global coffee authority, *World Coffee Portal* has unparalleled access to decision makers and thought leaders within the global coffee industry. You will be tasked with leveraging our reputation and insights team to drive and monetize new custom content, podcast and event sponsorship opportunities, as well as a growing suite of business intelligence and online video capabilities.

The successful candidate will be keen to grow rapidly within our organization, bringing a real sense of pace and urgency to *World Coffee Portal*, and demonstrating strong personal business ethics as well as a clear ambition to exceed targets. In return, *World Coffee Portal* will provide rapid career growth opportunities as the business scales up and builds out this new Business Media division.

The ideal candidate will have a proven track record in online and/or integrated media sales. They will be an energetic self-starter with a consultative sales approach and a winning blend of creative and commercial strengths. Essential elements of this role include inspiring key players in the global coffee industry, and working closely alongside a new senior management team, and therefore someone with excellent interpersonal skills is required.

Key Responsibilities

- Engage and strategize with decision-making clients across the coffee industry to demonstrate how working with *World Coffee Portal* drives awareness, consideration and sales
- Immerse yourself in multiple trends within the global coffee industry, working with content and research colleagues to understand these insights and to elevate your sales proposals
- Be an “order maker” not an “order taker”: develop strong business relationships with clients and present creative solutions to amplify their brand stories across *World Coffee Portal* channels
- Take responsibility for the optimisation of your own schedule, focussing on high priority opportunities and spending at least 70% of your time dealing with customers directly
- Demonstrate consistently high-energy outreach and engagement techniques; inspire clients with your consultative approach; make smart use of digital platforms to secure 8-10 in-person meetings per week
- Meet and exceed revenue targets every quarter
- Develop and maintain a strong sales pipeline, taking responsibility for accurate and frequent forecasting
- Maintain accurate information on our CRM platform with regards outreach, feedback, deal history and contacts
- Deliver extraordinary account management with the support of your *World Coffee Portal* colleagues

Skills and Experience

- Bachelor's degree
- Proven digital sales record in premium display, mobile and (ideally) video
- Demonstrated success in structuring, closing and managing complex deals
- Excellent presentation and communication skills
- Appreciation and ability to articulate how integrated marketing strategies deliver effective solutions to brand growth and communications needs
- Solid experience in media (with online/integrated) sales experience
- Experience and passion for the coffee industry is a definite plus; additional experience from related fields (e.g. hospitality, food service industry) is also of great interest

Personal Attributes

- Drive, determination and the desire to succeed
- Superior ability to set and manage sales priorities
- Superior ability to negotiate at high levels and pressured environments
- Excellent interpersonal skills and strong service orientation