



Sales Executive

The opportunity for the right candidate to enjoy their first experience or continue their growth in the media sales market with the largest outdoor TV / Audio visual network in the UK

About C-Screens

- CScreens was established in 2015 with the main aim to help agencies and advertisers extend their linear TV campaigns into live outdoor AV environments delivering premium broadcast content.
- Backed by the broadcast knowledge from its directors and sales team helping drive the company from strength to strength and now established as the first point of contact when it comes to innovative brands and agencies delivering incremental reach, frequency and cover against their target audiences.
- CScreens prides itself on its unique propriety facial recognition technology, which allows us to actually report back to our clients on audience exposure and impacts. This has in turn allowed us to enjoy a high client retention rate.
- CScreens are looking to invest in extra market resources to increase their market presence and recruit experienced broadcast sales through to graduates wanting their first taste of media campaign management and sales.

The Candidate

- **You will be:** responsible for maximising revenue within your agency portfolio.
- **We want:** For you to create highly productive relationships both externally and internally
- **We will:** Provide you excellent support from a knowledgeable team.
- **We deliver:** Competitive salaries, strong bonus structure, the ability to get out and meet the agency partners, and the environment where your opinion really counts

The Role

Main Responsibilities:

- Deliver revenue in accordance with set targets and agency trading parameters.
- Pro-actively reach out to media agencies with relevant and targeted sales proposals
- Identify new sales opportunities and build relationships to develop the customer base.
- Organise and attend presentations, workshops, meetings with agencies and hospitality events.
- Gain detailed understanding of agency objectives and key clients within their portfolio.
- Provide accurate and regular communication/business updates and forecasts for your designated agencies.
- Grow an understanding of the wider media market including the pro's & con's versus the C-Screens product offering.
- Respond to general telephone enquiries and work with team on sales pitches and briefs.
- Take responsibility for costing and preparation of bespoke sales pitches.
- Accurately monitor campaigns and liaise with the campaign management team to create post campaign reports.
- Ensure implementation to agreed standards and timeframes.
- Foster good working relationships with relevant agency personnel.
- Gain a good understanding and working knowledge of trading parameters and marketplace.
- Monitor trade press, national press and online bulletins for sales ideas and industry information.

The person

Essential:

- Be able to demonstrate experience of dealing with Media Agencies
- Have strong presentation skills
- Be able to demonstrate competent analytical and numerical skills
- Be able to demonstrate their ability to work with multiple deadlines
- Be committed to good time management and have meticulous attention to detail
- Excellent communication skills both written and verbal
- Strong administration skills
- Methodical and thorough
- Motivated to learn
- Able to work under their own initiative
- Highly personable and enjoy working in a team
- Self-motivated
- A good sense of humour
- The ability to establish good working relationships with peers

Education & Qualifications

- Ideally educated to degree level or equivalent

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