

## Job description

APL Media is seeking a digital media sales executive to work across a variety of our prestigious national newspaper digital products, including [standard.co.uk](http://standard.co.uk), [independent.co.uk](http://independent.co.uk), [telegraph.co.uk](http://telegraph.co.uk), [mirror.co.uk](http://mirror.co.uk) and [cityam.com](http://cityam.com).

APL Media has more than 25 years of industry experience and creates leading travel and lifestyle content. Our diverse portfolio spans digital media, events, social, email, print platforms and broadcast. We're also the proud publishers of National Geographic Traveller (UK).

Based in Kentish Town, we invite you to join our dynamic team and sell across themes such as health and fitness, food, travel, homes and gardens, finance and legal, and seasonal festive subjects.

## Job summary

We are seeking someone who specialises in digital media sales to bolster our expanding national press digital team. The role will focus on developing new business relationships with senior decision-makers across various sectors, leveraging our comprehensive array of digital ads and features published on leading UK online platforms.

## Duties and responsibilities

Proven experience in selling digital ads and features, with a passion for leveraging digital media to generate leads and build brand awareness. Achieve and exceed monthly sales targets, with a particular emphasis on digital media.

Develop compelling sales presentations and proposals, focusing on digital ads and features within national online platforms.

Lead the development of commercially funded digital campaigns, specifically in themes such as health and fitness, food, travel, homes and gardens, finance and legal, and seasonal subjects.

Effectively monetise our diverse media platforms, responding swiftly to emerging opportunities in digital media.

Analyse market competition in digital media and propose creative, effective solutions.

Uphold high levels of professionalism, even under tight deadlines.

Exceptional organisational skills and report literacy.

Continuously research current trends in digital media and adapt your strategies accordingly.

**About you**