

The Company

31 Media is a small privately-owned business-to-business media company that publishes high-quality magazines and organises dynamic events across various market sectors. As a young, vibrant, and forward thinking company that is not bound by shareholder demands we are flexible, proactive, and responsive to our customers' needs.

Since our inception 31 Media has been committed to providing energetic networking events and publications that encourage our readers and delegates to question their internal strategies and processes so as to enable them to implement effective change for the increasing demands of modern business.

Position Overview

We are currently seeking a Product Manager that has extensive experience in publishing and event management as well as online sales to drive forward a young group of products in a very technical market. This senior position will require excellent consultative customer skills with entrepreneurial and commercial foresight, coupled with a dynamic and driven sales approach. The right individual must be a well rounded and a highly knowledgeable sales professional that is able to open and develop long term relationships at all levels. A sound business acumen and a demonstrable track history of over achieving targets while managing and growing one or more products is essential.

The product group consist of a quarterly magazine (which the successful candidate will immediately need to take to a bi-monthly), a well respected online offering, and a newly launched annual networking & thought leadership event. The right individual must therefore be highly organised and possess an innovative approach to product delivery. As a seasoned sales manager proposing and closing multiple product sales will be the norm as will the drive and determination required to over achieve the commercial targets while staying in line with a tight budget. Building and maintaining client relationships are key. This role is not for the faint hearted so only big hitters need apply.

Key areas of responsibility would be:

- Taking a quarterly title to bi-monthly and achieving the revenue targets in place
- Delivering sponsorship sales for the newly launched event
- Delivering commercials to the associated website

Character & Personal Qualities

This is a diverse and challenging role and would suit an energetic individual who has a strong publishing, events, and online background. The ideal candidate will want take ownership of the product group and be prepared to roll up their sleeves and get stuck in, they will be somebody who doesn't shy away from cold calls, meetings, and relationship building, and thrives on over achieving revenue targets while at the same time has the business acumen to realise they are building their own business within a business. They must be someone who won't accept no as an answer and finds creative solutions to complex problems while at the same time ensuring the best interests of their product group are met. The right individual will take the management of each product in their stride and have the desire to build a team around them. They will realise that Rome wasn't built in a day and the more you put in the more you get out. A 'can-do' attitude is paramount as is the ability to see the bigger picture and put strategies and processes in place in order to achieve the long term goals. Above all the successful candidate will need to be totally committed to their own personal development and that of the product group.

For the right person this is a real opportunity to work their way up the ladder and eventually become a board director.

Salary: £30k base + £15k OTE

If you feel you have the drive, ambition, and desire to work in this challenging role please email your CV with a covering note to: recruitment@31media.co.uk