

THE AGRICULTURAL TRUST

JOB DESCRIPTION	
JOB TITLE: Senior Sales Manager	DEPARTMENT: Advertising
REPORTING TO: Advertising Director	CONTRACT TYPE: Permanent
WORKING ARRANGEMENTS: 37½ hours per week, based in The Agricultural Trust offices at Irish Farm Centre, Bluebell, Dublin 12. Office hours are nominally from 9.00am to 5.30pm, Monday to Friday, but may vary by arrangement with the Head of Advertising and / or the Chief Executive in accordance with business requirements.	
OVERALL PURPOSE OF JOB: <ul style="list-style-type: none"> • Manage and develop the Irish Farmers Journal Machinery and Toplink telesales team to maximise revenue from designated categories and their respective platforms including print, digital and events • Achieve targets across all designated categories • Grow digital revenue in designated categories • Identify and execute new initiatives to grow advertising revenue through print, online platforms and events • Coordinate assigned commercial projects across all departments to maximise project success across all agreed KPI'S • Coordinate the sales, marketing and technical strategy for Toplink.ie in conjunction with Advertising Director, Marketing & Circulation Manager & the IT team • Develop & implement sales coaching and training programme for sales team in conjunction with Advertising Director • Develop and manage advertising customer relationships with current and new businesses across all designated categories 	
DUTIES / RESPONSIBILITIES: <ul style="list-style-type: none"> • Manage and develop team while simultaneously managing and growing revenue across all available platforms • Develop and implement an operational strategy to sustain print classified volume, revenue and simultaneously grow Toplink.ie online revenue and volume to become the number one farming print and online classified provider in Ireland • Develop new advertising revenue and relationships across designated categories for the <i>Irish Farmers Journal</i> and specialist agricultural magazines • Manage current key client relationships across designated categories • Sell advertising across print & digital platforms • In agreement with management sell across new/additional categories as required • Attend relevant events nationally and internationally to develop relationships with current and new advertisers and grow advertising revenue • Develop and implement a digital and social media strategy to grow Toplink.ie classified awareness and revenues in conjunction with Advertising Director and marketing team • HR/people management responsibilities including performance management, time and attendance record management, staff development and recruitment • Monitor all print and online classified competitors and respond accordingly to market changes • Work with editorial to create partnerships with relevant organisations • Become proficient with new sales system and assist staff where necessary in training requirements • The role will involve all company print & online titles including the Irish Farmers Journal, Toplink.ie, Irish Country Living, The Irish Field and Irish Country Magazine 	

QUALIFICATIONS / SKILLS / EXPERIENCE:

- Minimum 5 years sales management experience
- 10 years sales experience
- HR/People management experience including training & development, performance management and recruitment
- Excellent knowledge of agriculture essential
- Track record in achieving and exceeding sales targets
- Ability to originate and develop relevant sales and marketing ideas to grow revenue
- Digital & social media experience
- Excellent interpersonal skills
- Flexibility and adaptability
- Team player
- Project coordinator skills
- Ability to work to strict deadlines
- Full clean driving license essential

OTHER FEATURES OF JOB:

- Responsibilities are flexible and may be changed and / or added to in accordance with business requirements.
- The role-holder will be required to work on any project that the Advertising Director, Commercial Director and/or the Editor & CEO may reasonably delegate at any time and, if necessary, to work as part of The Agricultural team on any publications/tasks as required.