



## **JOB DESCRIPTION**

### **SENIOR SALES EXECUTIVE**

Location: London  
Reports to: Digital Sales Manager  
Responsible for: Advertising revenue  
Grade: 4

#### **Who we are**

We are the RPS, the professional membership body for pharmacists and pharmacy in Great Britain.

Our mission is to put pharmacy at the forefront of healthcare. Our vision is to be the world leader in the safe and effective use of medicines.

#### **What we do**

Since RPS was founded in 1841 we have **championed** the profession, and are internationally renowned publishers of medicines information.

We **advocate** for the profession of pharmacy putting them at the forefront of healthcare through influencing policy at a local, regional, national and international level.

We **publish** high quality standards, guidance and reference sources to support all healthcare professionals deliver the safest and most effective care for the people they serve.

We support our members to **develop** their skills and provide guidance and advice to help them progress through their professional career.

Together, we are pharmacy.

#### **How we work**

Our **Behaviours** guide the way we act:

**Be inspiring:** We inspire advances in pharmacy practice to deliver our Vision. We work together as one team towards a common goal.

**Be relevant:** to each other's needs and those of our members, the pharmacy profession and the public.

**Be empathetic:** to the challenges our colleagues and members face.

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## JOB PURPOSE

Our digital platform pharmaceutical-journal.com is the world's leading learning and information resource for pharmacists and pharmaceutical scientists, delivering news, learning, research and career advice to approximately 300,000 visitors per month and over half a million followers on social networks. We aim to build our online community and deliver innovative editorial and advertising products to meet the emerging requirement of our core customers: pharmaceutical companies, advertising agencies, pharmacies and universities.

This role will be integral to our development of new digital capabilities that create commercial opportunities from editorial content. You will identify and secure advertising and advertorial content to position within thematic content or newly commissioned articles in both our print and online publication. You will also devise innovative ways of meeting new client needs and champion digital solutions to the existing needs of customers.

## MAIN ACCOUNTABILITIES

### 1. Advertising sales

- Selling advertising space in The Pharmaceutical Journal print and online outlet.
- Identify audience segments to offer targeted digital advertising and client promotions.
- Work closely with editorial and production teams to identify sponsorship and advertising opportunities from editorial content.
- Support Digital Sales Manager in the management of display advertising.
- Manage programmatic campaigns and prepare analytic reports for digital campaigns to communicate to clients to ensure maximum growth in digital revenue.
- Take responsibility for the day-to-day sales and management of display advertising activities.
- Conduct direct sales, including calling prospective clients and closing deals over the phone. Attend trade shows.
- Maintaining and presenting regular sales pipelines, call plans and activity reports.
- Set appointments, understands customer requirements, presents solutions and close business.
- Meet sales targets.
- Seek out opportunities to win business and grow revenue.
- Keep up-to-date with product information, market intelligence and sharing relevant insight around product and business development, licensing, sales and marketing plans.
- Ensure sales made personally are processed and recorded thoroughly and efficiently.
- Support the devising of sales plans and help implement print and digital display advertising sales plans that will result in increased advertising sales revenues.

### 2. Sponsorship and partnerships

- Manage small accounts and support Digital Sales Manager with large accounts.
- Commission White Papers and advertorials as required.
- Identify and securing new customers who can be developed into major accounts.
- Meet with sponsorship partners or key agents on a regular basis as required.
- Identify consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses.
- Improve product marketability and profitability by researching, identifying, and capitalizing on market opportunities; improving product packaging; contribute to new product development.
- Provide information by collecting, analysing, and summarizing data and trends.



This list is a summary of the main accountabilities of this role and is not exhaustive. The role holder may be required to undertake other reasonable duties from time to time.

## SUCCESS MEASURES

- Individual monthly revenue targets
- Individual annual revenue target
- Conversion rates for leads into new sales
- Demonstrates high performance and personal commitment to team goals and business strategy
- Provide regular customer/market feedback
- Updates records to high standard – accurate, comprehensive, relevant
- Increased advertising and partnership revenue
- Expanded brand awareness and consumer loyalty

## CORE RESPONSIBILITIES FOR THIS JOB

- Personal responsibility
- Managing account relations
- Achieving results/delivering performance
- Problem solving

## KNOWLEDGE & SKILLS FOR THIS JOB

- A sound understanding of new business and advertising models in publishing, especially digital advertising and sponsorship
- Demonstrable experience in STM or healthcare publishing in an digital advertising and sponsorship sales role
- Strong communication skills
- Understanding of changing trends in magazine publishing