



Job title: Head of Media Sales – SfS Media

Location: Remote working in London, Manchester, Cheltenham and Brighton

Salary: £38,000 - £42,000

Contract: Full-time, permanent

Why us?

Speakers for Schools are a dynamic, swift-moving and fast-growing charity. We are on a mission to support a million young people across the UK annually by 2023. Having taken the first steps on the road to achieving this, our team has grown from 20 to 80 team members in size in the past year. This has supported 1500% growth in our Experience programme and 20% growth in our Inspiration programme during the past 12 months.

We want to level the playing field, making sure that all young people can access inspirational opportunities and experiences to fuel their ambition.

We are united and unique in our mission to transform lives through raising aspirations of millions of young people every year. Each year, 1,500 senior leaders, celebrities and industry experts deliver a difference to by sharing their story with students in schools and colleges in every corner of the UK. We connect employers such as Disney, The Bank of England, Spotify PwC and almost two hundred others to communities to provide access to the top opportunities for all across the UK. With us, you will be part of inspiring a generation to reach higher, broaden horizons and get equal access to the top.

To keep growing our charity and our impact, we need top talent and we are committed to treasuring, developing and supporting them to thrive within their roles.

The role:

You will lead the media proposition on behalf of the charity. This will involve leading client relationships, building the media proposition and pricing, and working with the wider team to deliver our services. You will be tasked with sustainably delivering on revenue, media performance and client satisfaction targets.

Main duties/responsibilities:

- Leading media sales, owning the media portfolio
- Recruit, manage and lead direct reports with focus on leading business development, client management, campaign management and media performance.
- Delivering on performance, ensuring the success of your team against targets, objectives and our wider mission
- Set and manage KPIs, measures and targets across your reports and your wider team.
- Deliver on revenue targets and sustain retained client relationships.
- Coordinate the delivery of national strategies for the media portfolio including market analysis, client reach and performance measurement for young people journeys to destinations.
- Lead the sales team with daily management of the pipeline of opportunities, conversion of opportunities and deliver on sold services.
- Work closely with the Head of Media Operations to deliver an effective and smooth full media operation for clients and the teams.
- Ensure we are achieving young people acquisition and engagement measures to support our revenue mission.
- Explore new and diverse media channels that we can include to bring effective messaging to our young people and secure higher opt in rates.
- Manage our unsubscribe and opt-outs carefully to optimise and protect our youth audience.
- Lead relationships across the charity to represent the customer team and our customers.
- Manage internal projects on behalf of the team to deliver required outcomes.
- Input into policy, process, system, data and technology work across the charity.
- Manage relationships with stakeholders ensuring an exceptional experience to keep them engaged and active.
- Collaborate across all programmes including Inspiration, Experience and Youth Card with a mutual responsibility to identify strategic opportunities and support delivery of organisational targets for those programmes.
- Working with internal systems and processes for a slick operation and clear reporting.
- Lead on national projects that support the wider team and charity.

Key skills:

- Dynamic, driven and target focussed
- Focused organiser with high levels of planning logic, time keeping and process engineering.
- Diplomatic collaborator, with a strong sense of harmony in inter-team relations, particularly in a high-pressure growth period.
- Dedicated to client service and with reliable, timely and profession communication skills.
- Innovative thinker with a flair for finding new ways to deliver a difference, ensuring we can keep our portfolio fresh and performing well.
- Inspiring leader with solid people management skills to build and lead a team of content and operation professionals with a purposeful strategy to achieve targets and have the greatest efficiency in your operation.

- Key collaborator able to connect your team to the national team and the charity head office, working to achieve our wider charitable aims and lead independent projects.

Education / Experience / Knowledge

Experience / Knowledge / Skills	
Essential	Desirable
Extensive people management and people leadership skills	Extensive experience in education, youth audiences and employability
Extensive experience in media sales, client acquisition and client management.	Experience of working in a start-up organisation
Extensive performance management, KPI and target measurement capability	
Experience in project management and prioritisation of a roadmap	
Experience in policy, process, systems, data and technology engineering to support a customer serving team in a programme operation.	
Extensive experience in strategy development and delivery against strategy aims	

SfS Media

Speakers for Schools are launching a wholly owned commercial subsidiary in SfS Media. The focus of the trading arm, as a separate entity, will be to maximise the benefit to the young people in reach across the Speakers for Schools group with lifestyle and career opportunities. SfS Media will be a dynamic media owner with innovative marketing channels, creative consultancy and advanced reporting. Charged with leading artificial intelligence technology, verified young people data and a high-traffic web and app estate we are set to grow scale quickly. This role is essential as the founding team for this venture with the resources of the wider charity and the autonomy of a separate, startup company.

Benefits offered at Speakers for Schools:

- 25 days annual leave plus bank holidays
- Morning of your birthday off
- Pension scheme
- CharlieHR perks
- Perkbox
- £500 a year training allowance

Diversity at our core

At Speakers for Schools, we are committed to encouraging equality and diversity among our workforce, and eliminating discrimination. Our aim is for our workforce to be truly representative of all sections of society and our customers, and for each employee to feel respected and able to give their best. We welcome applications from all, including those where employment has been affected by Covid19 and those seeking to change careers. Diversity is at our core, join us.

How to apply:

Please apply as soon as possible submitting your CV, portfolio and one page covering letter which outlines your specific interest and ability to successfully fill this role, as well as your salary expectations and current notice period.

Appointees are subject to a successful DBS check, as contact with young people is likely.

Please note, if you do not provide a covering letter your application will not be considered.

The Journey to joining Speakers for Schools:

Interviews will be scheduled as applications are received, before the closing date, and will take place over Microsoft Teams. We may appoint before this date depending on applications.

If you have not heard from us two weeks after the closing date, please presume your application has been unsuccessful.

We will be closing this on or before **Friday 30th July.**

Our new team member will start ASAP.