

ctconsults.

Job Description

Sales and Campaign Manager

Closing date: Friday 29th April 2022, 12noon

Job Description: Sales and Campaign Manager

Freelance contract £150 per day + Bonus Scheme / 3 days per week

Initial 6 months contract, potentially leading to a more permanent position

This is a flexible role and an opportunity to develop our proprietary media brand, [CreativeTourist](#), building on our current success and growing our client base throughout Manchester and the North.

About Us

CTConsults is an industry-leading agency, bringing innovation thinking to the worlds of destination marketing and cultural tourism.

One of the ways we achieve that is through [CreativeTourist](#) - our culturally focused What's On website for Manchester and, increasingly, the North which we have been proud to run successfully for over 12 years.

Award winning, and highly regarded for its quality guides to cultural events and destinations, CreativeTourist.com has a large and active following of readers interested in arts and culture, food and drink and destination experiences. The site has adapted over that time, continually responding to the changing needs of the cultural sector and the interests of culturally motivated audiences with a click-through rate that is three times the industry average.

- Website audience:
- Ages 25 - 55+
- 75% North West based
- 130,00 visitors each month
- 37,000 social media followers
- 7,000 newsletter subscribers
- 16% click-through rate to partner websites

CreativeTourist is about to have a 2022 refresh and this will open up significant new campaign opportunities. The Sales and Campaign Manager will communicate those opportunities with our cultural partners, procuring campaigns for our editorial team to deliver.

Key Aspects of the Role

The primary purpose of the role will be to communicate and secure campaigns from partners who match our brand profile

- The management and retention of existing clients and also the procurement of new business in the form of paid sales campaigns
- Identifying and approaching prospective campaign partners, from initial contact, through to lead generation and ultimately the sale of our campaigns proposition
- Encouraging and managing long-term relationships and ideally aiming to achieve formal retainer arrangements
- Re-engaging lapsed campaign partners
- Expanding our campaign partner base beyond Manchester, across the wider North
- Providing proactive, client facing services across all relevant channels - email, phone, Zoom, face-to-face

Key Responsibilities:

Business Development and Account Management:

- Research campaign partner organisations in Manchester and the North who match our readers' demographic and identify relevant prospects
- Develop written proposals for paid campaign packages, tailoring these to individual requirements where required
- Where at all possible convert prospects into paid campaigns in a planned and timely manner
- Manage and develop relationships with existing clients
- Respond effectively and in a timely manner to clients' needs and queries
- Organise the production of client campaign reports with the data team
- Liaise with the editorial team to ensure campaign fulfillment is on time and in budget
- Update and maintain our sales campaign management software regularly with all sales information, including the sales pipeline and organise the production and delivery of both internal and external monthly reports
- Attend the weekly and monthly CT.com meetings where you will have an input into the ongoing development of the platform and budgeted targets
- Create written case studies for use within a client-facing sales pack
- Deliver sales communications to and on behalf of clients
- Issue and develop media packs

Personal Attributes

You will be:

- Curious, diligent and tenacious when it comes to approaching target planning and execution
- Warm and personable, being comfortable approaching new clients and developing new contacts into long term relationships

- Able to rapidly absorb new information (even when you might not understand it completely) and instinctively connect it with what you already know to come up with new ideas or find new ways of doing things
- Logical in your thinking
- Good attention to detail, setting high standards for yourself and others
- Motivated and energetic - you care enough about what you do that the occasional setback won't stop you getting the job done.
- A good written/visual/verbal communicator - capable of explaining our campaign proposition in a clear, concise, and influential manner
- Self-motivated - able to manage your own workload and schedule as appropriate
- Flexible - things seldom stand still for long, and you will get enjoyment from being in a fast-moving environment
- Open to taking instruction and constructive feedback

Skills and Qualifications

- You will have more than 2 years successful experience in a client facing sales role
- It would be advantageous if you have a working knowledge of
 - the marketing needs and practices of the cultural and tourism sectors
 - cultural and/or hospitality organisations in Manchester and preferably also in the North West
- You will have GCSE Maths and English Language

Working Life at CTConsults

We are a small team of big thinkers - as colleagues, we work collaboratively on a wide range of projects and offer plenty of scope for people keen to get stuck in and get on. We have built a reputation for championing and developing models and programmes to help places recover from the pandemic, respond to the climate emergency and build digital capacity and capabilities, and now is a great time to join us.

Details and How to Apply

Freelance contract : £150/day + Bonus Scheme / 3 days per week

Hours of work: TBA across Monday to Friday, based in our office in Manchester, but with scope for some hybrid home-working.

Contract type: Initial 6 months Freelance contract, potentially leading to a more permanent position

Get in touch with a full CV and covering letter telling us why you are the person for us.

Please email your application to Pam McNally, Operations Manager (she/her) pam@ctconsults.com and state 'Sales and Campaign Manager' in the subject line of your email.

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ctconsults.com
creativetourist.com
culturehosts.co.uk