



Position Description

Role title: Sales and Business Development Manager - Games

Reports to: National Sales Director

Direct reports: N/A

Location: This full-time role is a remote/work from home position, with a physical office available in Melbourne for a hybrid working model.

About the role:

We're looking for an ambitious people person with an interest in games to help GamesHub maintain and grow our fruitful partnerships with existing clients, and develop exciting new commercial relationships and opportunities.

As a sales and business development manager, you'll have the autonomy to establish and develop great relationships with a wide range of clients, which could range from the likes of Microsoft and Sony, to Dell and Samsung, and even cultural institutions like Creative Victoria and ACMI.

You'll have the creative freedom to develop killer sales strategies, new products, and pitches, and ensure that clients get the best possible experience with one of Australia's best video game media outlets.

We offer a flexible and autonomous remote working environment (with a hybrid option available in Melbourne), a culture of support, growth, and progression, and some of the best colleagues you'll ever have.

Performance Area 1: Revenue Generation

Time: 75%

- Create lead generation and build prospects list to create funnel for securing new advertising customers
- Build and foster valuable relationships with media agencies and direct clients, keeping them up to date on everything involving our brands
- Uncover briefs and respond to them with the assistance of the Sales Co-ordinator, Business Analyst and internal teams
- Sell advertising for allocated mastheads to meet and exceed agreed monthly targets
- Create new non-traditional products and relationship-based initiatives that generate revenue outside of our standard media product set (e.g., on-ground events, media stunts, branded content, syndication, joint ventures)
- Provide end-to-end sales process for customer including supporting Sales Coordinator in receiving and testing media when required
- Collaborate and cross pollinate ideas with Editorial team

Key performance indicators

- Performance to agreed lead generation targets
- Conversion rate of leads to customers
- Performance to agreed sales budgets
- Yield and benchmarking performance
- Delivery of new sales initiatives / product development
- Relationship strengths

Performance Area 2: Reporting

Time: 15%

- Review weekly lead generation results and revenue with National Sales Director
- Review monthly and quarterly revenue performance to budget and provide insight, commentary and actions plans to ensure budgets are exceeded
- Review analytics across all allocated mastheads in order to leverage this information for client benefit
- Log sales and client activity within CRM
- Provide clients with end of campaign reports
- Provide insight and vision around current and future market conditions and how this may impact business
- Provide accurate rolling weekly reporting and forecasts on revenue expectations.

Key performance indicators

- Demonstrated understanding and ability to forecast revenue accurately
- Strong understanding of market requirements and ability to deliver results
- Ability to utilise data to provide insights and sales strategies.

Performance Area 3: Planning

Time: 10%

- Prepare, implement, and review GamesHub and ScreenHub quarterly and annual sales strategies in conjunction with National Sales Director, Editorial and wider sales team
- Maintain in-depth knowledge of the clients within your allocated mastheads including their product release schedule and briefing cycle
- Maintain in-depth knowledge of the media industry and the current trends and news that will impact our day-to-day
- Develop new sales proposal collateral and manage existing sales collateral for your allocated mastheads with the Digital Product and Marketing Team
- Survey your clients for feedback on our products and services to ensure we're exceeding expectations

Key Performance Indicators

- Implementation & review of strategies with key learnings and revised focuses
- Relevant product releases mapped out in internal systems
- Delivery of sales materials to a required standard
- Understanding of market conditions and pricing

Qualification:

- Preferable tertiary qualification in business or similar

We'd love someone who has:

- Proven performance and history working in digital media sales – minimum 2 years
- An interest in video games
- Intermediate to Advanced skills in PowerPoint, Excel, and Photoshop or equivalent software
- Experience in budgeting and revenue forecasts
- Ability to work under pressure
- Ability to work autonomously

It's a bonus if you also have:

- Experience working within the video game industry
- Strong agency and client relationships in the Australian media market
- Experience in sales, research, analytics and ad serving systems such as Ad Manager 360, Active Campaign, Google Analytics, Nielsen, or ComScore

Skills, knowledge and attitude

- Solid understanding of the digital, media, advertising and marketing industry
- Solid understanding of Consumer Technology, Games and Entertainment media
- Well-developed communications skills (written and verbal)
- Intermediate to Advanced skills in:
 - PowerPoint
 - Excel
 - Photoshop
- Ability to work under pressure
- Strategic and quantitative skills
- Team player with the ability to work with a number of stakeholders
- Ability to work autonomously
- Solutions provider
- Flexibility to adjust to changing situations, opposing perspectives whilst maintaining effectiveness
- Enthusiastic and result driven team player
- Honest, fair and possess a can-do attitude to win and succeed.