

**Account Executive, *Build It – print & digital***

*Build It* is the oldest and fastest growing self-build magazine in the UK. It is targeted at consumers who are seeking to create their dream home either via a new build or a major renovation. The dynamics of the market are such that although it is a consumer brand, the readers have spending power more commonly seen in B2B media.

Over the last 10 years *Build It* has undergone a major brand transformation, with a redesigned magazine, new website, plus the launch of industry awards and 2 exhibitions. As part of a customer-focussed approach, advertising sales are now being made on a platform-neutral basis, so that customers can buy print and digital packages from the same sales contact.

*Build It* is looking for an energetic and highly motivated account executive to join its 7-person sales team. The primary focus of the role will be selling classified advertising solutions both in print and on-line to existing and new customers. *Build It*’s main website is [www.self-build.co.uk](http://www.self-build.co.uk) and advertising is also sold into dedicated “Product Newswire” emails.

As the candidate’s experience grows they will be able to sell packages across the *Build It* portfolio of print, digital and events.   
  
Sales experience is not essential but would be an advantage.

This role reports to the Advertising Director.

**Responsibilities of role:**

* Managing an existing client base who already advertise with *Build It*.
* Developing new business from chosen sectors primarily via telephone but also via email and face to face.
* Selling print advertising in the Gallery and Specify sections of Build It, as well as digital advertising across email and web platforms.
* Working with the rest of the sales and editorial teams to enhance the *Build It* brand.
* Client management at the *Build It Live* exhibitions and Build It Awards event
* Helping maintain the classified ad list of *Build It* and its direct competitors.