Head of Trade Marketing

Commercial Sales
London
Permanent

Job Summary

The Head of Trade Marketing will be responsible for developing and delivering all sales messaging and supporting the sales team in positioning Future as a thought leader and innovative partner to work with for agencies and external clients.

Department Summary

The Commercial team are responsible for all aspects of delivering sales revenue, campaign delivery and analysis covering programmatic, display and content solutions. The marketing team support the sales process ensuring the sales team are armed with the right tools to maximise opportunities across Future's portfolio and have an effective go to market strategy.

Key role responsibilities

- Create an annual communications plan that reflects market context, product roadmaps, and advertiser and consumer insight
- Own the development and execution of take to market plans covering products, brands and audience
- Translate consumer facing messaging into compelling marketing materials for advertising agencies and clients
- Ensure sales team are supported and conversant in Future's product portfolio
- Work with internal stakeholders to understand the product and content roadmaps, pulling out the events that will offer the biggest commercial value for the sales team
- Communicate to our advertiser base through the use of events, mailings, newsletters and presentations that showcase our portfolio and opportunities
- Responsible for the creation and management of the Future advertising website, ensuring it is fully up to date with the latest products and insight
- Responsible for delivering research and insight into the sales team to help deliver revenue through the use of primary and secondary research
- Responsible for development and management of Trade Marketing and Research Exec

Essential skills and experience

- Demonstrable experience in a similar role within a media owner
- Deep understanding of online advertising ecosystem, social media, digital and mobile marketing.
- Ability to be proactive: take initiative, think and deliver new solutions.
- Track record of pitching, setting up and delivering partnerships with other brands and bodies (IAB, AOP, Marketing Society…).
- High level of Project Management skills.
- Superb written, visual and verbal presentation skills.
- Proactive versus reactive thinker who maintains a positive attitude
- Ability to multi-task and efficiently manage time and priorities
- Ability to handle stress and remain calm and productive under unexpected pressures
- BSc/BA Degree in related field.