

Job Description

About Premier

Premier is the UK's Christian Media Mission Agency. We exist to help people encounter God through media and experience renewal.

Ultimately, we believe encountering God transforms us into the image of Christ, which is the destiny of all believers. We want to catalyse renewal in the nation through renewal in the Church, by the renewal of individuals transformed into the likeness of Christ.

Premier's Approach

We aim to lead people to an encounter with God through thoughtful content, accessible distribution, and effective communication strategies. Our content is rooted in Biblical truth and serves Christians from all backgrounds, addressing real-life issues head-on. We ensure quality delivery by using the best technology and the most convenient platforms, supported by impactful campaigns and strong brands designed to engage our audience.

Our decision-making process begins with listening - to the Holy Spirit, our audience, and each other - and is guided by wisdom, strategy, data, and God's word. We focus on what bears fruit, pruning what does not, and rely on a talented team of employees, advisers, and partners working together.

Through a dual transformation approach, we strive to both maximise and enhance our current work, while actively exploring new ways to innovate for the future.

Premier's Culture

Ultimately, our culture is shaped by our Christian ethos and our role as a media organisation. When we use our values to make decisions, we make a deliberate choice to focus on what is important to us.

When our culture is embodied in our actions, it creates the environment for success, sets the tone for our organisation and helps to provide the best experience to those we serve.

Premier people are ...

- Honest:** We tell the truth, admit mistakes and share credit
- Loving:** We serve, look after, forgive and encourage one another
- Excellent:** We create top quality work and strive to get things right
- Creative:** We find innovative ways to achieve our mission and solve problems
- Dynamic:** We adapt quickly to changing circumstances



Job Title:	Media Sales Executive
Department, Team:	Commercial
Location:	London Office
Contract type:	Permanent
Working hours:	Full-time Standard hours: 9.15am – 5.15pm
Reporting to:	Commercial Director

Purpose of the role

- To grow advertising and sponsorship revenue across Premier's media portfolio, with a particular focus on radio, by securing new business and managing client relationships from initial pitch through to campaign delivery and review.
- The postholder will play an important role in developing commercial partnerships that align with Premier's values, serve client objectives, and support the wider mission of Premier as a Christian media organisation.

Scope of the role

- Sales and Business Development
- Account Management
- Campaign Delivery
- Reporting and Administration
- General



Duties and Responsibilities

1. Sales and Business Development

- Generate advertising and sponsorship revenue across Premier's platforms.
- Meet and exceed agreed monthly, quarterly and annual sales targets.
- Identify and develop new business opportunities through proactive prospecting, networking, referrals and market research.
- Build and maintain a strong sales pipeline and manage opportunities through each stage of the sales process.
- Use CRM systems to manage prospect and client records, track pipeline activity, maintain accurate sales forecasting and ensure all opportunities are progressed and recorded consistently; ideally with experience of HubSpot CRM.
- Create tailored commercial proposals and presentations that respond to client needs and objectives.
- Negotiate rates, packages and campaign details in line with agreed commercial parameters.

2. Account Management

- Manage client relationships from first contact through to campaign completion and review.
- Act as the primary point of contact for clients throughout the sales and delivery process.
- Build long-term relationships that lead to repeat business and account growth.
- Identify cross-sell and upsell opportunities across radio, digital, print, events and sponsorship.

3. Campaign Delivery

- Liaise closely with internal teams to ensure campaigns are booked, scheduled and delivered accurately and on time.
- Coordinate copy deadlines, campaign assets and booking details with relevant colleagues.
- Monitor campaign progress and respond promptly to any issues or changes.
- Ensure a high standard of service and communication throughout the campaign lifecycle

4. Reporting and Administration

- Maintain accurate and up-to-date records of sales activity, pipeline development, client contact and revenue forecasts using CRM and internal systems.

- Produce sales reports and updates as required by the Sales Manager and Commercial Director.
- Keep informed about market trends, sector developments and competitor activity relevant to radio and media sales.

5. General

- Represent Premier professionally in all client and partner interactions.
- Work collaboratively with colleagues across commercial, programming, operations and support functions.
- Contribute positively to the culture, performance and mission of the organisation.
- Undertake any other duties reasonably required within the scope of the role.

Note: This job description is not exhaustive. It acts as a guide and may be amended to meet the changing requirements at any time after discussion with the postholder.

Person Specification

Qualifications and experience

Essential:	Desirable:
Knowledge and/or qualification in a vocational or specialised field short of a Degree Level.	
Experience in media sales, advertising sales, radio sales, or a comparable commercial sales role.	Direct experience in radio advertising sales.
Demonstrable experience of winning new business and achieving sales targets.	Experience selling integrated or multi-platform campaigns across digital, print, events, and sponsorship.
Experience of managing client relationships and accounts effectively.	Existing contacts or network within relevant advertising sectors.
Experience of working in a target-driven environment.	Experience of writing or contributing to sales presentations and client proposals.
Competence in using CRM systems, email, and standard business software.	Understanding of audience-led media sales and campaign planning.

Skills and abilities

Essential:	Desirable:
Strong commercial awareness and confidence in pitching, negotiating, and closing sales.	
Excellent verbal and written communication skills.	
Professional and confident with strong interpersonal skills and the ability to build trust and credibility with clients and colleagues.	
Well-developed time-management skills, with the ability to manage multiple opportunities and deadlines simultaneously.	
Highly organised and detail-conscious	
Positive, collaborative, and adaptable including the ability to work collaboratively with internal stakeholders to ensure successful campaign delivery.	
Proactive and self-motivated	
Results-oriented with strong follow-through	
Relationship-led and service-focused	
Ability to balance commercial ambition with a commitment to Premier's mission and values	

Other requirements

- The post-holder must be able and willing to work full-time from Premier's London office (with some flexibility as appropriate).
- There are a number of occasions each year when all staff are required to meet in person e.g. Summer and Christmas gatherings.
- The post-holder must demonstrate a commitment to Premier's mission to help people encounter God through media.
- The post-holder will work in a Christian context, and you will need to have a respect for, and sympathy with, the Christian faith and its values.
- Premier staff are required to regularly attend all-staff meetings and devotions where we share what God is doing through Premier and spend time praying for our work.

Make a **Premier**
lasting Impact

