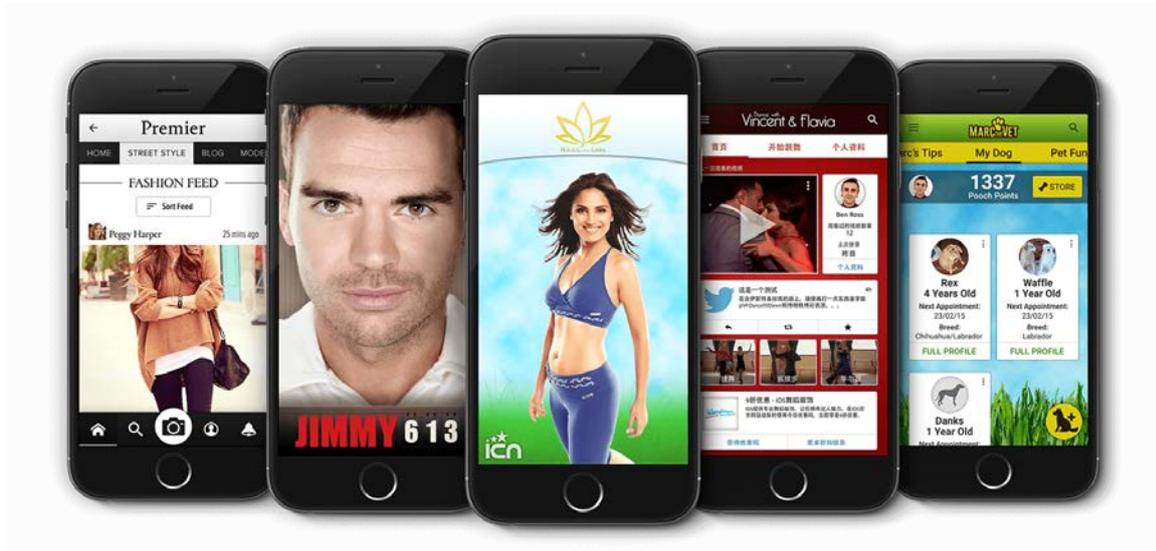




INTERNATIONAL CELEBRITY NETWORKS



JOB DESCRIPTION TRAINEE MEDIA SALES CONSULTANT 2017

www.icn-apps.com



JOB DESCRIPTION

Trainee Media Sales Consultant

About the Company

ICN is a cutting edge digital media publisher that has developed a highly respected Apps portfolio with leading talent/celebrities in a number of markets. ICN Apps have received 15 accreditations on Apple iTunes, Google Play and Windows Marketplace, two of its Apps have featured in the Sunday Times 'Top 500 Apps in the World' list, as well as numerous award nominations.

ICN has been headquartered in Nottingham's Creative Quarter since the summer of 2013, and has a team of around 10 employees both full and part time, and is planning to add approximately another 6-8 to this team in 2017. ICN Apps has published products aimed at American, Indian and Chinese consumers as well as for a UK audience.

ICN is way more than simply an 'Apps developer' – it has expertise and resources across the full range of digital media skills required to not only develop Apps, but market them, make them engaging and encourage returning users and non-intrusively monetise that activity. So everything from App Development and Design to Product Management and Project Management, to Video Production to Digital Marketing, Social Media and Digital Media Sales.

Under the banner 'ICN Media', ICN also partners with a number of companies to pass on their specialist expertise and help them with Apps, video and the full range of digital media requirements.

www.icn-apps.com

www.icn-media.com

In 2016, and in partnership with the University of Nottingham, ICN's work to help develop and progress graduate talent, plus recognition of the role graduates have played in the growth of ICN, was recognised in national Award nominations for the 'Best Collaboration between a University and Employer 2016' and 'Best Careers Service Engagement 2016'.



NUE
AWARDS



ICN is fast moving with a relatively flat structure – it is the ideal environment to get a very strong CV quickly after graduation – and is the sort of company where you can put your ideas and your mark on the product portfolio right from your first week in the job!

Job Purpose



ICN APPS

ICN's portfolio of Apps is adding advertising partners every month, with a range of branding and response solutions available which are proving to be highly effective in terms of Return On Investment (ROI) for partners. Developing existing partnerships to the next level, and identifying suitable partners to add to the portfolio, then reaching out to them is the core work for ICN Apps in this area.



ICN MEDIA

The ICN Media arm of the business works with selected third parties to provide a wide range of digital media expertise. There is a specialism around Apps, Video Production – especially infotext style video, and social media, but websites, digital design and brand development are all aspects that the company helps and advises its ICN Media clients with. These clients are generally on a set monthly payment so that there is a strategic and on going relationship rather than short term transactional relationship.

The role will involve working on either of the above and performing the following duties:

Job Duties

- ICN Apps: Preparing activity reports and analysis detailing activities and sales for client partners and App partners.
- ICN Apps: preparing analysis and recommendations for presentation to existing partners on what else they could achieve in terms of branding and response using a wider range of creatives executions and advertising services available with ICN Apps.
- ICN Apps: Identifying new potential partners to start doing test campaigns with ICN Apps.
- ICN Media: account handling and managing ICN Media's existing client base, to ensure they receive the best possible standard of service and product delivery.
- ICN Media: understanding those clients, their challenges and their competitive landscape to be able to advise them on how to generate more and more from their digital strategy each month going forward. account handling and managing ICN Media's existing client base, to ensure they receive the best possible standard of service and product delivery
- ICN Media: identifying and approaching new clients each month to add to the number of ICN Media clients.

Training

- Formal sales training will be included once in a permanent role, and after a training assessment, some digital marketing development may also be advisable.
- Our team are highly skilled and will give you all the right knowledge to start producing valuable work, and there is scope for digital seminar activities to expand specialise cutting edge market knowledge.



Reporting & Key Interfaces

This role reports to the CEO.

Type of Role

- Preferred option: temporary to permanent: initially an 8 week position with the opportunity to become a permanent role thereafter.

Hours & Holidays

- Full time (c.35 h/pw Monday-Friday).
- Holidays are 22 days per year (pro-rata).

Salary

- Minimum wage for age bracket during a probationary period moving to negotiated salary and commission scheme after the probationary period. Salary reviews then each 4-6 months thereafter, as ICN believes that young people develop fast, and this deserves to be recognised and rewarded.

Skills & qualifications

Essential

A strong verbal and face to face communicator who understands digital marketing and wants to help advise and develop a range of different clients, and in so doing, play a significant role in a cutting edge growing business.

Evidence of a clear interest and passion in this area based on either previous work experience, project work as part of gaining qualifications, and especially if shown as projects done in spare time, either as a self-starter initiative or as part of a wider team.

Desirable

A desire to want to learn about how to sell, and to work with companies and people!

Other areas that would help are evidence of:

- Strong presentation and communication skills.
- A confident, determined and somewhat tenacious approach.
- Process enhancement and planning.
- Initiative and self-motivation.
- Project management and team work.

An awareness and interest in digital marketing and media, social networking and App is essential.