

SALES EXECUTIVE (GERMAN SPEAKING)

JOB DESCRIPTION

Job type: Full time in the office (37.5 hours)

Location: Borough, SE1

Reporting to: Head of Sales

ABOUT THE COMPANY

Akabo Media is a leading publishing and events company specialising in the logistics, supply chain, intralogistics, robotics, automation, and transport industries. Through our magazines, conferences, awards, and exhibitions, we deliver high-value content and create industry-leading experiences for our audiences and partners globally.

With events and operations across the UK, USA, Asia Pacific, and the Middle East, we are a business driven by growth, innovation, and ambition.

We believe in continually pushing forward — taking on new challenges, launching new products, entering new markets, and setting bigger goals. As a result, we often operate outside of our comfort zone, because we believe that is where real growth happens.

The people who thrive at Akabo Media are adaptable, commercially minded, resilient, and energised by building something bigger — not simply maintaining what already exists.

ABOUT THE ROLE

As a Sales Executive, you will begin an exciting career within the events and media industry, developing your sales skills in a fast-paced and ambitious environment. Whether you are starting your career or already have some sales experience, this role offers the opportunity to learn, grow, and build confidence within a supportive team.

We are looking for individuals who are enthusiastic, commercially driven, strong communicators, and passionate about delivering outstanding events and experiences.

You will work across a range of products, building relationships with clients, generating new business opportunities, and playing a key role in growing Akabo Media's global presence across our events and media portfolio.

KEY RESPONSIBILITIES

- **Market research:** Conduct market research to identify potential clients, trends, and opportunities within the supply chain, logistics, robotics, and transport industry.
- **Sales pitches:** Prepare and deliver engaging sales pitches to showcase our events to prospective clients.
- **Client relationship management:** Build and maintain strong relationships with clients, understanding their needs and tailoring solutions to meet them.
- **Sales targets:** Work towards achieving and exceeding sales targets, demonstrating a proactive and results-driven approach.
- **Product knowledge:** Develop in-depth knowledge of our events to effectively communicate their value proposition to clients.
- **Collaboration:** Collaborate with marketing and editorial teams to align sales strategies with overall company objectives.
- **Administrative tasks:** Handle administrative tasks related to the sales process, including order processing, contract negotiation, and record-keeping.

This is a fantastic opportunity to gain hands-on experience in both events and publishing, with the chance to develop a strong foundation for a successful career in sales.

ABOUT YOU

- **Education:** Bachelor's degree from an accredited university.
- **Language skills:** German is a must; both written and verbal
- **Experience:** Ideally would have a year's experience in sales for this role.
- **Communication skills:** Exceptional verbal and written communication skills.
- **Sales aptitude:** A keen interest in sales with a strong aptitude for persuasion and negotiation.
- **Team player:** Ability to work collaboratively within a team and contribute to a positive work environment.
- **Adaptability:** Willingness to learn and adapt to the dynamic nature of the publishing industry.
- **Initiative:** Proactive and self-motivated, demonstrating a willingness to take the initiative.

WHAT WE OFFER

- **20** days annual leave increasing to **25** days after one year's service.



- Plus, paid birthday off and three paid days off over Christmas.
- Free Private Medical Insurance & gym membership discounts.
- Group Pension scheme.
- Free Employee Assistance Programme.
- Social & Company events.
- Modern office near London Bridge.
- Opportunity to travel within the UK & internationally (Miami, Brussels, Asia etc).
- Season Ticket Loan.
- Dress down Fridays.
- Training & development opportunities with money contributed towards personal development of your choice.