

JOB DESCRIPTION

ROLE: VP - CLIENT LEAD / SERVICES / STRATEGY

LOCATION: New York SALARY: \$140,000 - \$170,000 (depending on experience)



ABOUT US_

At Talon, our purpose is to be the independent agency of choice providing a pioneering global platform for brands to connect with audiences in the outside world. We want to reimagine the industry to deliver greater value for our clients whilst inspiring people and caring for our planet.

We're passionate about OOH and are on a mission to drive the growth of this sector within the media industry – changing perceptions of it as a legacy medium to one that is highly effective, creative, sustainable, and measurable for our clients.

In our first 10 years, our desire to offer intelligent, creative, technology-led OOH solutions and a full-service OOH offering saw us grow into a team of over 350 people located in key cities across the globe. In that time, we have been awarded for our approach to our people, our clients and our industry and want to continue and expand upon these successes.

OUR VALUES AND HOW WE WORK TOGETHER_

WE ARE BOLD_	WE ARE HUMAN_	WE ARE SMART_
<p>As industry provocateurs and pioneers, we respectfully challenge the status quo, take pride in our people, big ideas and partnerships</p> <ul style="list-style-type: none">• We embrace change• We challenge respectfully• We lead the way	<p>We are a diverse collective of changemakers who value respect, fairness, and integrity and expect the same in return</p> <ul style="list-style-type: none">• We value collaboration and togetherness• We are empathetic• We embrace individuality	<p>Our trailblazing spirit and learning centric culture ensure our knowledge provides maximum value to each other and our clients</p> <ul style="list-style-type: none">• We grow and learn• We are trusted• We are mission possible

THE ROLE_

The VP Client Lead reports to the US CCO and is ultimately responsible for delivering leadership, growth and operational excellence for Talon across a portfolio of agencies and clients.

This role oversees a Client Success team and will collaborate with Talon's internal leaders and support teams to deliver the highest levels of client service, develop effective client relationships, secure a deep understanding of client processes, priorities, and preferences, and to promote the use of OOH and Talon's range of OOH services and solutions.

The VP, Client Lead will be required to develop rigorous plans to service, grow and activate clients, which will include custom client education and inspiration programs, a "client success" approach to customer service and delivery of strategic, insight driven campaign proposals.

The VP, Client Lead will also play a leading role in promoting Talon and Talon's technology strategy while ensuring a consistent adoption and execution across the client portfolio.

This position is a high profile internal and external role and will be expected to represent Talon at key industry events. The VP, Client Lead must have strong relationship-building and leadership skills, plus proven experience of operating closely with leaders of customer and supplier organizations.

RESPONSIBILITIES AND RELATIONSHIPS_



Talon is an equal opportunities employer. We celebrate diversity and are committed to creating an inclusive environment where all individuals can thrive. We seek to employ and develop a workforce representative of the markets that we serve and brands that we represent.

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DELIGHTING CLIENTS

- Devise an annual approach that is consistent in positioning Talon as the market leader in OOH planning and continually demonstrates the value Talon is delivering to their business.
- Devise and deliver an annual key client program which puts in place clear strategies for top clients that are exciting and different yet in line with business objectives.
- Support team in resolving major client servicing issues, where required.
- Foster and maintain senior client and agency stakeholder relationships.
- Be the driving force in encouraging client experimentation and learning
- Ensure we clearly demonstrate the value Talon add to all agencies and key clients via bespoke initiatives.

DIRECTING COMMERCIALS

- Provide accurate quarterly forecasting for the group of agencies/clients.
- Overall responsibility for driving and delivering on commercial priorities and targets
- Work with Activation and Investment team to devise specific initiatives to ensure commercial targets are met.
- Drive discussions with agencies at a senior level to highlight commercial advantages to their business.
- Overall responsibility for delivering on diversified revenue targets i.e. Production, Creative Solutions, client margins etc.

DRIVING GROWTH

- Responsible for the delivery of annual and quarterly revenue goals
- Devise annual and quarterly plans to increase client engagement with and adoption of OOH and Talon's services. Direct, track and optimize the implementation of those plans.
- Ensure the delivery of regular and effective OOH education and inspiration for our agency and client partners.
- Actively generate potential new income opportunities. .
- Take the lead on new business pitches where required.
- Work with Senior Management to drive Talon business initiatives, taking the lead on specific projects when required
- Understand financial targets and budget goals and incorporates financial analysis into strategic decisions.
- Create/leverage alternative agency relationships to define potential business initiatives/new income opportunities (ie , agency digital departments , technology platforms)
- Work with marketing team to drive thought leadership and position Talon as experts in OOH to attract new business as well as maintain existing clients.

DEMONSTRATING EXCELLENCE

- Ensure your team delivers a consistent and high quality planning output/service across all clients.
- Review results of annual agency survey and oversee the implementation of specific changes/initiatives as a result of the annual agency survey and maintain or improve the current position.
- Hold strong relationships with senior media owner contacts at Group Head, Sales Director level and above.

DEVELOPING PEOPLE

- Lead, develop and motivate your team, by coaching and empowering individuals.
- Manage an effective and high performing team
- Role model the Talon values and behaviors to help ensure the best possible culture and tone is set throughout Talon.
- Deliver both proactive relationship building and reactive troubleshooting solutions.



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- Work with CCO/HR on future structural changes and recruitment/resourcing requirements.
- Work with People Team to develop a training and development program for your team, as well as deliver training as and when required.
- Support your team to ensure they are delivering on all aspects of their job role.
- Advocate the value of positive social and environmental impact within your team.
- Participate in projects and initiatives which drive Talon's commitment to positive social and environmental causes.

WORKING HABITS AND CORE SKILLS_

- Positive and encouraging attitude.
- Creative and critical thinking, problem solving skills.
- Superb presentation skills.
- Proficient Microsoft office skills.

YOUR EXPERIENCE AND QUALIFICATIONS_

- Experience of servicing a range of clients at a senior level.
- Demonstrable experience of commercial capability.
- Experience of leading, managing, and inspiring multiple teams or a department.
- Significant experience in an out of home, media owners and/or agency environment.
- Full understanding of Talon's philosophy and specialist business unit's offerings and their benefits vs our competitors
- Driven and self-motivated to deliver results.



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BENEFITS INCLUDE

401K with employer matching

BONUS/additional compensation structure TBD

Life Insurance

Enhanced paid family leave

Health, dental and vision

5 weeks PTO

Birthday Leave

Voluntary/Charity leave

Feel Good allowance of \$50 per month

Smarter Working (hybrid working and summer hours)

Phone allowance- \$50 per month



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