

JOB DESCRIPTION

ROLE: Client Director

LOCATION: London (Hybrid)

SALARY: £45,000 – £55,000



ABOUT US_

At Talon, we provide our clients with world class service, technology, and collaboration to create exceptional international OOH campaigns that deliver measurable results.

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 230 people located in key cities across the globe. 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.

Talon International is Talon's Global OOH Network, created in response to the changing OOH landscape affecting cities, populations and digital environments.

The network's central planning team is based across London and New York combining principles across market of OOH excellence.

Talon International transfer Talon's philosophy to a global level, reflecting international clients' increasing expectation for smarter Out of Home solutions across different environments around the world.

OUR VALUES AND HOW WE WORK TOGETHER_

WE ARE BOLD_	WE ARE HUMAN_	WE ARE SMART_
As industry provocateurs and pioneers, we respectfully challenge the status quo, take pride in our people, big ideas and partnerships • We embrace change • We challenge respectfully • We lead the way	We are a diverse collective of changemakers who value respect, fairness, and integrity and expect the same in return • We value collaboration and togetherness • We are empathetic • We embrace individuality	Our trailblazing spirit and learning centric culture ensures our knowledge provides maximum value to each other and our clients • We grow and learn • We are trusted • We are mission possible

THE ROLE_

Reporting into the Business Director, the Client Director has a wide range of responsibilities including (but not limited to) owning and developing the relationship with a variety of key clients, managing direct reports within the team alongside supporting the Business Director in day-to-day tasks, driving growth from dormant clients, and helping to deliver best in class service.

The primary function of this Client Director role is to ensure that our clients benefit from skilled expertise as part of their overall international campaigns. Managing and growing local clients and agencies international requirements will also be part of the role, encouraging centralised multi-market delivery of activity from a local base, supported by the team. Business development will form part of the overall responsibilities.

We are looking for a candidate with full service or OOH experience, preferably airports and international, with a passion for what they do and a proactive, positive attitude.

RESPONSIBILITIES AND RELATIONSHIPS_

- Be responsible for the day to day management of the client team to ensure they are effectively servicing clients and are proactively contributing to growing client and agency business.



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- Prove a good knowledge of the International OOH media landscape.
- Understand international markets key challenges and best practices.
- Have strong relationships main OOH media owner leads.
- Have a thorough understanding of the strategy & objectives of your main accounts.
- Ensure you and your team are delivering on all elements of client service charters and general client servicing.
- Resolve client/campaign issues as and when they arise alongside assisting/coaching your team in resolving their issues.
- Analyse and attend all client audit meetings (in conjunction with Business Director)
- Work with Business Director to set individual client KPIs and ensure they are met.
- Develop and manage the Talon relationship with agency, client and media owner contacts.
- Help to manage and host internal training sessions.
- Ensure you and the team are utilising in house systems on a regular basis ensuring they are kept up to date with all the latest planning information and campaign status
- Ensure all Planning templates are being used – Talon planning schematic, proposals, buying reviews/PCAs, site tour documents.
- Participate in defining the requirements to enhance systems/tools and have responsibility for testing them when requested
- Work with Business Director to provide accurate client forecasts ensuring they are kept up to date with key changes to forecasted business.
- Planning and coordinating the implementation of business plans and the penetration of new markets.
- Comply with all company and departmental policies and procedures.
- Understand Talon philosophy and SBU's offerings and communicate them appropriately.
- Demonstrate proper care and respect for corporate assets.
- Train your team on the day to day requirements of their planning roles, tools and systems.
- Be responsible for first stage interview process for recruiting Client Executives and Client Managers.
- Conduct annual appraisals of Client Executives and Client Managers (in conjunction with Business Director where applicable)
- Review performance of Client Executives and Client Managers on a regular basis
- Champion sustainability and 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. E.g., charity partnerships, volunteering, carbon offsetting etc.
- Role model the Talon values and behaviours to help ensure the best possible culture and tone is set throughout Talon.

WORKING HABITS AND CORE SKILLS_

- Organisational planning
- People management
- Strategic capability
- Commercially aware
- Solution finding
- Industry knowledge
- Able to work as part of a team
- Organised
- Enthusiast and driven

YOUR EXPERIENCE AND QUALIFICATIONS_

- Significant OOH planning experience and/or extensive Comms planning experience (ideally international/Airport experience, but not essential) – working on clients that spend significantly in OOH
- Excellent negotiation skills, proven track record of successfully pitching for new business



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- Proven track record of increasing revenue through generation of leads
- Comfort with working across multiple currencies and markets
- London Based, but may require international travel experience of working in data focussed roles
- First class relationship management skills with the ability to communicate across all levels both internally and externally
- Strong commercial acumen with the confidence to apply this within your work
- Ability to manage people and motivate them to bring out their full potential

BENEFITS INCLUDE

Pension	Enhanced maternity/paternity/shared parental pay
Life Assurance	25 days annual leave, increasing every year by 1 day up to a maximum of 30 days
Permanent Health Insurance	Birthday Leave
Private Medical and Dental cover	Voluntary/Charity leave
Access to private GP appointments	Feel Good Allowance
Smarter Working (hybrid working, flexible working hours, work from anywhere for 2 weeks of the year and an early Friday finish!)	Summer Fridays
Eye Care Vouchers	Monthly Massages
Season Ticket Loan	Cycle to Work Scheme
Home set up allowance	Training allowance



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