

# JOB DESCRIPTION

ROLE: CLIENT MANAGER

LOCATION: LONDON



## ABOUT US\_

At Talon, our mission is to unlock the full potential of out of home, making it more effective, creative, measurable and sustainable than ever.

We're passionate about OOH and are on a mission to drive the growth of this sector within the media industry. In just over a decade, our desire to offer intelligent, creative, technology-led OOH solutions and a full-service OOH offering saw us grow into a team of over 450+ 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. We hire the finest talent to help us unlock the full potential of the Out of Home (OOH) environment for our clients; and pride ourselves on the individuals who represent our business.

## 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"><li>• We embrace change</li><li>• We challenge respectfully</li><li>• We lead the way</li></ul>	<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"><li>• We value collaboration and togetherness</li><li>• We are empathetic</li><li>• We embrace individuality</li></ul>	<p>Our trailblazing spirit and learning centric culture ensures our knowledge provides maximum value to each other and our clients</p> <ul style="list-style-type: none"><li>• We grow and learn</li><li>• We are trusted</li><li>• We are mission possible</li></ul>

## THE ROLE\_

The role of a Client Manager is to be the gatekeeper and servicing clients through excellent client relationships, being client facing and working with relevant teams to deliver the best possible outcome for their clients. Managing workloads, understanding and communicating Talon initiatives, having good industry knowledge, working across relevant client accounts and supporting the team are all key aspects of this role - alongside the management and development of the Executive within the team.

## KEY RESPONSIBILITIES AND RELATIONSHIPS\_

- Lead on the servicing of a portfolio of clients across a range of agencies.
- Managing campaigns from start to finish alongside working with other departments on buying & delivery.
- Create best in class response to briefs, supporting rational documents and PCAs.
- Help determine the best OOH plan taking into consideration all Talon products and services (including Ad-Tech).
- Be responsible for presenting the above work to clients and agencies with the support of the Client Director / Business Director.
- Attend all client and agency meetings across your patch of business with the support of the Client Director / Business Director.
- Proactively sell the OOH medium and identify opportunities across your portfolio of clients to sell in OOH.
- Take the lead on resolving client/campaign issues as and when they arise alongside assisting/coaching your team in resolving their issues.
- Proactively sell Talon Ad-Tech, tools and services including Atlas.
- Have a thorough understanding of audience data partners and Talon property options to be able to articulate and facilitate an Atlas response to brief.

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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- Ensure Talon Creative Portal and Digital Verification platforms are maximised on all OOH plans.
- Ensure Talon Atlas platform is maximised where relevant on OOH plans.
- Ensure full delivery of Atlas campaigns, ensuring all budget is spent and produce relevant PCAs for Clients when required.
- Drive agency relationships through hot desking, meeting with key personnel and presenting all agency sessions.
- Take responsibility 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.
- Have a thorough understanding of the strategy and objectives of your main accounts and use this knowledge to add value.
- With the Investment Team – deliver relevant KPI requirements and PRF guarantees. Build relationships with the auditors.
- Plato facilitation from start to finish, including adding all relevant campaign detail to the system.
- Take the lead on resolving client/campaign issues as and when they arise alongside assisting/coaching your team in resolving their issues.
- Develop and manage the Talon relationship with agency, client and media owner contacts.
- Work with the Business Director and Client Director to set individual client KPIs and ensure they are met.
- Ensure you and the team are utilising in-house systems including Plato on a regular basis.
- Responsibility for utilising other in-house Talon tools and services such as Digital Verification & Creative Portal
- Work with the Business Director to provide accurate client forecasts ensuring they are kept up to date with key changes to forecasted business.
- Oversee and manage the team Executive (where applicable) by setting clear KPIs and having regular check-in meetings to encourage and continue their development.
- Hot desk at our agencies.
- Attend audit meetings with relevant Investment team member where applicable.
- Help to resolve finance queries.
- 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\_

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

### YOUR EXPERIENCE AND QUALIFICATIONS\_

- UK OOH planning experience and/or extensive Comms planning experience – working on clients that spend significantly in OOH.
- Experience of working in data focussed roles.

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- 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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