

## ABOUT US

Talon was established in 2012 with the ambition to create a global Out of Home (OOH) agency providing uncompromised advice and service for our clients. Today we are a high growth independent full service OOH agency with a team of over 150 people globally.

Together we are dedicated to driving client value through a combination of teamwork, expertise, creativity, data and proprietary technology. We are agile and entrepreneurial our simple philosophy enables us to deliver outstanding work: **Smarter as Standard**

There's never been a more exciting time to be involved with OOH and we're excited about the next chapter.

## OUR VALUES AND HOW WE WORK TOGETHER

WE ARE BOLD	WE ARE HUMAN	WE ARE SMART
We think big, we innovate and respectfully challenge the status quo, we take pride in ourselves, our work and our partnerships	We are a diverse collective of real, genuine individuals who value respect, fairness, and integrity and expect the same in return	Our entrepreneurial spirit and learning centric culture ensures our knowledge provides maximum value to each other and our clients
<ul style="list-style-type: none"> <li>• We Embrace change</li> <li>• We Challenge respectfully</li> <li>• We Lead the way</li> </ul>	<ul style="list-style-type: none"> <li>• We value collaboration and togetherness</li> <li>• We are empathetic</li> <li>• We embrace individuality</li> </ul>	<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 International Group Business Director is responsible for leading a team of direct reports to deliver best in class OOH planning for our International clients and agencies. They will foster strong relationships with senior agency and client contacts to deliver billings growth targets, innovative work, and commercial objectives. The International Group Business Director will lead, motivate, and nurture a high performing team and the successful candidate must have proven leadership and team management credentials, excellent OOH knowledge and evidence of innovative thinking that has yielded business value for clients.

## RESPONSIBILITIES AND RELATIONSHIPS

- Have ultimate responsibility for the servicing of a portfolio of international clients across a group of agency/clients.
- Have ultimate responsibility for ensuring your group of agency/clients is delivering the highest level of service to its clients and agencies.
- Lead and motivate your team, coaching and client teams where required.
- Support relevant team members in resolving all major client servicing issues within teams to the mutual benefit of all parties.
- Responsible for compiling and implementing an annual agency programme across the group agencies. Working with the relevant team members to create a bespoke programme of engagement in line with the strategy/objectives that continually demonstrates the value Talon are delivering to their business and promote the wider Talon offering. (i.e. Production, innovations, Research etc)



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.

- Responsible for compiling and implementing an annual client programme across the group agencies' key clients. Working with the relevant team members to create a bespoke programme of engagement in line with the strategy/objectives that continually demonstrates the value Talon are delivering to their business and promote the wider Talon offering. (i.e. Production, innovations, Research etc) - Putting in place clear strategies for our top clients that are exciting and different.
- Work with MPs/senior Management and relevant Business Directors in maintaining senior client and agency relationships at Marketing Director, Communications Director, Managing Director level and above.
- Manage and develop international network partnership relations
- Work with MP/Senior management on compiling and implementing a hospitality plan for key clients.
- Overall responsibility for compiling accurate quarterly forecasting for your Group of agencies/clients.
- Overall responsibility for driving commercial priorities and hitting given targets across your Group of agencies/clients.
- Responsible for communicating and driving commercial priorities with relevant team members.
- Work with Senior Management to drive/implement specific initiatives to ensure commercial targets are met.
- Work with Talon offices around the world to grow their International OOH spend through Plexus
- Continually evolve international process to drive operational excellence
- Support the team to 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, File Drive etc
- Work with MPs/Senior Management to drive Talon business initiatives, taking the lead on specific projects when required. (i.e.. TV/Outdoor, Press/Outdoor, Digital OOH strategy, conferences, ignite, inspire, etc)
- Explore potential new income opportunities and work with MPs/Senior Management to implement.
- Create/leverage alternative agency relationships to define potential business initiatives/new income opportunities (i.e. Drum, Mobile 5, agency digital departments etc)
- Work with MP/Senior management on New business, taking the lead on new business pitches where required.
- Working with the relevant Investment Director & Business Director – you will be responsible for driving /implementing strategic investment strategies to ensure individual PRFs are met.
- Responsible for monitoring/tracking/reporting individual PRF targets across the year.
- Responsible for running the fortnightly Business Director sessions. Chairing on a rota basis with other Group Business Directors.
- Work with specific MPs/Senior Management on future structural changes and recruitment requirements across the planning teams.
- Work collaboratively other Group Business Directors to develop a consistent planning output/service across all planning teams. Taking the lead on specific projects/initiatives where necessary.
- Work with MP/senior management in constructing and reviewing the annual agency survey.
- Responsible for implementing specific changes/initiatives as a result of the annual agency survey.
- Overall responsibility for driving a high level of quality award entries across your group of agencies/clients.
- Work with HR/Senior management on developing/implementing a training, induction and development programme for the International team.



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- Overall responsibility for compilation of monthly/quarterly reports as required by MP's/Senior Management.
- Hold strong relationships with senior media owner contacts at Group Head, Sales Director level and above
- Support relevant team members to ensure they are delivering on all aspects of their Job spec (see relevant Job spec document)
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## WORKING HABITS AND CORE SKILLS

- Negotiating
- Budget management
- Recruitment and selection skills
- Project management skills
- People management
- Organisational planning
- Strategic capability
- Commercially aware
- Independent decision maker
- Able to work as part of a team
- Organised

## YOUR EXPERIENCE AND QUALIFICATIONS

- Experience working at Business Director/Group Business Director level.
- Experience of servicing a range of clients at a senior level.
- Demonstrable experience of commercial capability.
- Significant experience in an out of home, media owners and/or agency environment – ideally with a strong International background

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 and an early Friday finish!)	Free Fitness Classes
Eye Care Vouchers	Monthly Massages
Season Ticket Loan	Cycle to Work Scheme

- Experience of leading, building and motivating a high performing team.
- Evidence of proactivity to deliver above and beyond your day to day role.
- Has a strong internal profile and external relationships across key agencies, clients and media owners



