

## JOB DESCRIPTION

ROLE: COMMERCIAL DIRECTOR US

LOCATION: NEW YORK (HYBRID)

SALARY: \$155K - \$165K

(dependant of experience)



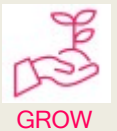
GROW

ABOUT US\_

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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 300 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"><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</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\_

Responsible for supporting the delivery of our ambitious commercial development plans across the US. This includes all aspects of commercial functionality with specific focus on innovation and creating value for our clients, partners, and Talon.

The role is tasked with establishing existing commercial models, developing new revenue streams , and identifying sustainable solutions for the future.

### RESPONSIBILITIES\_

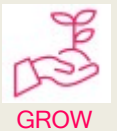
#### Commercial Innovation:

- Manage relationships with all key (vendors and agency) stake holders .
- Identify and analyse key commercial projects that can deliver high margin growth and support sustainable initiatives .
- Negotiate preferential commercial terms with all vendors that meet the targets set by the business.
- Calculate and report the inner workings of the commercial deal structures with vendors .
- Create , evolve, and communicate the commercial strategy to the business and key internal / external stake holders .

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- Develop a future proofing commercial model that can support the increased usage of our proprietary tech-stack.
- Work closely with our tech and product teams internally to optimise opportunities to integrate our commercials into their processes.
- Ensure Talon is a key component of our agencies evolving omni-channel solutions.
- Develop, test, and implement new commercial practices that drive an incremental benefit for our partners, clients, and Talon.
- Run commercial workshops to understand current trading practices and develop trading strategies to protect and grow media income.

### Reporting & Reconciliation:

- Deliver inventory trading targets working with vendors, planners, and the investment team.
- Deliver agency value targets working alongside the investment team.
- Report to the status of spend tracking against forecasts to the leadership team.
- Support finance to ensure payments by vendors of all income streams are made within the contractual terms.
- Report a summary of all contracts in place against a list of all agencies and vendors.
- Support the finance team with all client audits where commercials are a consideration.
- Identify risks and opportunities for the commercial team through analysis of data.

### Environmental, social and Governance objectives (ESG)

- Investigate and champion projects which increase the social and environmental impact that we make for our clients / customers
- 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.
- Work with the leadership team to help ensure the best possible culture and tone is set throughout Talon.

## WORKING HABITS AND CORE SKILLS\_

- Negotiation
- Advanced Excel
- Problem Solving
- Data Analytical skill
- Reporting and Presentational skills

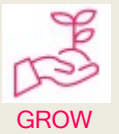
## YOUR EXPERIENCE AND QUALIFICATIONS\_

- Media experience with focus on OOH / Commercial desirable
- Understanding of the functions involved in the planning and purchase of OOH
- Key commercial / trading experience (buyer or seller)
- Ability to build relationships at different levels both internally and externally
- Ability to create and influence positive solutions across the business

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### Talon Benefits\_

BENEFITS INCLUDE	
401K with employer matching	Enhanced paid family leave
Life Insurance	Birthday leave
Health, dental and vision	Voluntary/Charity leave
Generous PTO	Regular all staff educational workshops
Feel Good allowance of \$50 per month	Training allowance
Smarter Working (hybrid working, early Friday finish, and summer hours!)	Phone allowance