



JOB DESCRIPTION

ROLE: Director, Client Strategy

LOCATION:

SALARY:

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"> • 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 ensures 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 Director, Client Strategy is the client lead across a set of accounts, responsible for the day-to-day development, management, and growth of the client team. The Director, Client Strategy also ensures the delivery of effective and excellent client service, and proactive growth of client and agency business.

YOU_

- Lead day to day account management for your clients & agencies
- Oversee the creation, maintenance, & management of documents and reports throughout the planning and buying process
- Have a thorough understanding of the strategy and objectives for your accounts. Work with client and agency partners to drive the OOH strategy and its contribution to wider business objectives
- Responsible for ensuring the delivery of plans to budget and with best value offer for clients
- Have a comprehensive understanding and utilize all internal and external tools, systems, audience metrics & data to create and deliver creative & effective OOH campaigns
- Have a strong understanding of Talon 's planning and buying principles, and the ability to articulate these to client, agency, & vendor partners at a senior level
- Develop and manage the Talon relationship with client, agency, vendor, & partner contacts
- Effectively resolve client/campaign issues as required alongside assisting/coaching your team in resolving their issues
- Support VP in key client reports and regular pipeline reporting

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- Must be able to forecast business and identify opportunities for growth and account/client development, create pro-active strategies - to sell OOH to non-users
- Ensure you and your team are delivering on all elements and requirements of client contracts
- Ensure accuracy and timeliness of all work including all reporting (i.e. - competitive)
- Work collaboratively across all internal teams including Client Fulfillment, Production, Finance, Sales, etc.
- Lead and motivate your line reports, coaching and empowering them as required
- Review performance of direct reports on a regular basis. Provide regular feedback, highlighting successes as well as constructive criticism keeping an open dialogue
- Identify and implement best practice and efficiencies with your team, collaborating with other teams where appropriate
- Prepare and present new revenue opportunities using existing Talon initiatives or creating bespoke solutions for clients
- Support your VP in the hiring process for new team members as required

TEAM (CLIENT STRATEGY) _

- Client Strategy is Talon 's customer-facing department responsible for servicing, strategizing and growing clients ' Out of Home business. The goal for the department is to provide a high quality, best-in-market OOH partnership experience for Talon 's clients, which results in them growing their use of OOH advertising and creating world-class OOH innovation and campaign effectiveness.
- Each Client Strategy team is responsible for delivering Talon 's product, performance, and partnership with a specific portfolio of agencies and direct clients. Client Strategy teams are also responsible for delivering Talon 's business and financial goals for their clients.
- To achieve its goals, Client Strategy (a) develops and executes annual strategies to grow and evolve each clients ' use of OOH advertising, (b) delivers high quality, thoughtful and pro-active client service and deliverables, (c) takes ownership of OOH campaign strategies, solutions, and results, and (d) partners with internal and external stakeholders to ensure strategic ideas are executed effectively through to completion.
- Each Client Strategy team also takes responsibility for providing continuous, relevant education on the power and potential of Out of Home advertising to its portfolio of clients and agencies; for promoting Talon and the value-add services that Talon provides; and for driving adoption of Talon 's suite of services and solutions .

RESPONSIBILITIES AND RELATIONSHIPS _

- Drive income for brand experience, digital production, and media solutions across our US business and from new streams
- Working alongside the wider team to deliver best in class creative responses for our clients, helping brands turn the OOH landscape into opportunities to engage with consumers
- Build strong relationships with our existing clients and work with the team lead to map out strategic account plans to stimulate growth - guiding and assisting your team to do the same
- Develop and maintain a strong brand and agency network with regular outreach, presentations, and inspiration sessions.
- Liaise with relevant departments (e.g., Marketing, Insight, International) to maximise income opportunities and enhance the consumer experience
- Identify emerging trends, products, and partners to drive innovation
- Ensure all booking procedures are adhered to
- Ensure all sales collateral, specific information and presentations are updated in line with guidelines and industry requirements.

WORKING HABITS AND CORE SKILLS _



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- Experience servicing a range of clients at a senior director level
- Proven experience of client budget management at scale
- Significant experience in a media agency/vendor environment
- Proven experience of leading and managing a team
- Creative and critical thinking, problem solving skills
- Strong organizational skills, attention to detail
- Strong written, verbal and presentation skills
- Proactive and can-do attitude
- Basic math skills
- Microsoft Office
 - Excel Proficiency- Intermediate to Advanced

YOUR EXPERIENCE AND QUALIFICATIONS_

- Demonstrable experiential and media strategy experience dealing at a director level with major brands and agencies. Candidates should be able to support and challenge the current status quo and provide teams with compelling and innovative opportunities.

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

Ability to build on their existing network and able to open doors at the

appropriate level.

- Excellent communication skills and marketing/media/events/experiential market knowledge.
- Demonstrate strong organisational skills with an excellent attention to detail.
- Exceptional verbal and written communication and presentation skills.
- Experience working in a busy, demanding, and pressurised environment.
- Driven and self-motivated to deliver results.
- Flexibility and willingness to embrace change and new opportunities
- Full understanding of Talon 's philosophy and specialist business unit 's offerings and their benefits vs our competitors