

## JOB DESCRIPTION

ROLE: SENIOR NEW BUSINESS MANAGER

LOCATION: LONDON (HYBRID)

SALARY: £50,000 – £55,000



### ABOUT US\_

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 as our industry ultimately operates in the outside world, we believe we are duty bound to protect it for future generations to enjoy.

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. 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 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\_

This role is responsible for driving the new business function and generating new revenue. As Senior New Business Manager you own lead generation, prospecting, tracking and reporting of New Business leads. This role will support the Head of New Business with the full pitch process to execute Talon's New Business Strategy across the UK.

### RESPONSIBILITIES AND RELATIONSHIPS\_

- Ownership of all lead generation, outreach, prospecting and researching of client's, agencies and monitoring competitor set movement:
  - Develop a clear and comprehensive annual strategy for Talon's New Business approach which is results driven
  - Utilise data sources including ALF and Addynamix to proactively track agency and client movement and spends to seek out prospective new business leads
  - Monitor category developments to help identify trends that align to our strategy
  - Proactively keep on top of what Talon's competitors are winning/losing/pitching for and to keep up to date with competitor data and tech products. Be the go-to for all knowledge on our competitors
  - Work closely with Head of New Business to build a comprehensive plan to execute our 'good for the pocket, good for awards, good for the soul' strategy across direct clients and independent agencies
  - Lead all cold outreach to clients and agencies



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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Think outside

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- Supporting the Head of New Business with the pitch coordination:
  - Leading all internal comms when it comes to pitch work
  - Organising pitch teams, delegating content production to various teams and helping
  - monitor content of response decks i.e. project managing
  - Liaising with EA's to organise logistics of pitch day – content on screens, food and drink in meeting rooms, any collateral that needs to be printed, displayed or bought for the pitch room
  - Owning the end-to-end hitting of all deadlines with a consistent level of output across the business
  - Lead the post pitch debriefing process with support from Head of New Business
  - Manage the initial onboarding of new business wins and work with the Head of New Business and Chief Client Officer to create a transitional structure to embed new wins into a planning team
- Ensure accurate tracking and reporting of new business performance to Head of New Business
  - Ownership of ensuring consistent tracking of leads, wins, losses including monetary value via Hubspot
  - Responsible for building reporting graphs on Hubspot for Head of New Business to use to report to SLT
  - Responsible for working with planners to forecast spend across successful new business clients before they transition into a planning team
  - Create and be responsible for implementing new business client programmes alongside Head of New Business, to track long term growth of new direct clients/agencies
  - Work closely with Plato tech and finance teams to ensure internal forecast reporting matches what's on Hubspot
  - Build strong relationships with key Media Owner partners, especially their commercial and new business/direct client teams
  - Take ownership of creating and implementing necessary administrative processes to ensure accurate, consistent, and efficient approach to tracking and reporting
- 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\_

- Proactive go-getter with a sales mentality
- Results driven
- Project management skills
- Negotiation skills
- Relationship building
- Organisational planning
- Impeccable time management and prioritisation to meet deadlines
- Ability to multitask and manage multiple projects at once with ease
- Commercially aware
- Excellent strategic thinker
- People management
- Independent decision maker
- Able to work as part of a team
- Recruitment and selection skills

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- A self-starter with a can-do attitude
- Excellent proficiency across Microsoft – Excel, PowerPoint, Word

### YOUR EXPERIENCE AND QUALIFICATIONS\_

- Significant proven OOH client facing sales experience in the UK
- Demonstrable experience leading and directing both strategic and trading strategies for OOH advertisers
- Excellent negotiation skills, proven track record of successfully pitching for new business
- Proven track record of proactively increasing revenue across multiple categories and sectors
- Experience creating, implementing, and driving long term client strategies and monitoring success
- Experience in tracking, reporting, and forecasting client spends
- Experience line managing multiple direct reports and being responsible for their progression and tracking objectives
- Full understanding of Talon's philosophy and specialist business unit's offerings and their benefits vs competitors
- Excellent client, media agency and media owner relationships along with the ability to build rapport and a positive professional relationship quickly
- Ability to manage upwards to ensure clear lines of communication across the business and bringing in support when needed

### 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