

## JOB DESCRIPTION

ROLE: HEAD OF INVESTMENT - THE 7 STARS

LOCATION: LONDON



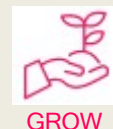
GROW

ABOUT US\_

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At Talon, we provide our clients with world class service, technology, and collaboration to create exceptional OOH campaigns that deliver measurable results.

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.

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.

## 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\_

the7stars Head of Investment is responsible for leading and developing the investment , commercial approach & accountability along with the7stars investment team across the7stars OOH business . Ensuring Talon deliver on our targets, create, and develop a best in market investment solution forthe 7 Stars clients. With strong negotiation skills you will be responsible for pricing agreements , ensuring all Talon bookings adhere to them whilst delivering on Talons commercial investment objectives.

You will also play a crucial role in maintaining media owner relationships, delivering on Talon & 7 Stars approach to investment , identifying growth opportunities and delivering on Talon 's Barter and charity obligations . The role maintains and develops a highly motivated and performing team across the business .

This role works closely with the Chief C ommercial O fficer, the7stars Head of Investment will have a commercial focus, ensuring that Talon are market leaders in managing Client 's OOH investment.

## RESPONSIBILITIES AND RELATIONSHIPS\_

### INVESTMENT

- Ensure Talon 's consistent approach to investment is applied across the 7stars business.
- Alongside the CCO , ensure Talon continue to lead innovation in OOH Investment.
- Ensure Talon's Audience Trading approach continues to be applied to all Digital campaigns. Evolve the model to ensure the approach aligns with changes in market trends including but not limited to Audiences and Inventory.
- Devise and implement 7 Stars Client investment strategies.
- Overall responsibility for the negotiation and execution of all the7stars bookings ensuring pricing commitments are adhered to.

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- Deliver on pricing agreements .
- Ensure the7stars investment approach is aligned to Talon commercial strategy, working in collaboration with the CCO & commercial team.
- Responsible for spotting and encouraging growth opportunities. Including but not limited to weekly market opportunities.
- Responsible for managing and delivering on any the7stars barter and charity obligations.
- Deliver on all relevant value agreements and manage media owner value arrangements.
- Build and maintain relationships with key media owner contacts, Investment Leads etc
- Build and maintain strong relationships with the7stars investment and commercial teams.
- People management responsibilities for the the7stars investment team. Accountable for driving and supporting their development / progression plan.
- Work with Chief Commercial Officer, Senior Management & Head of Client to help ensure the best possible culture and tone is set throughout the the7stars business unit
- 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 .

## PERFORMANCE

- To manage the delivery of Talon pricing and value commitments across the7stars business ensuring all targets are met.
- To evaluate and sign off on all yearly pricing agreements with the7stars / Talon CCO, Head of Client & Talon BDs.
- To agree pricing commitments for all the7stars new business pitches and deliver pitch grids correlating to the commitments.
- Track delivery against all pricing and value commitments on a bi-weekly basis and liaise with the7stars investment team on pacing for each client.
- Ensure the7stars investment team are tracking in line with pricing commitments.
- Manage the productivity and auditing process for agency partners with support fromthe7stars investment team.
- Responsibility for auditor relationships to aid the delivery of commitments.
- Manage pricing for Atlas across the7stars business.

## COMMERCIALS

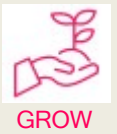
- Alongside CCO gain full understanding of commercial objectives for Talon & the7stars and work with all media owner s and agency commercial contacts.
- Lead contact for the planning and Investment teams for commercial queries across the7stars patch. Responsible for ensuring teams are always aware of and workings towards the latest commercial strategy.
- Constant collaboration with the7stars planning and investment teams to ensure the business is tracking in line with targets.
- Delivery of the7stars trading targets working with Media owners, Planners and Investment team.
- Delivery of Agency /Client Value targets working alongside the 7stars Investment team.
- Identify risks and opportunities through analysis and make recommendations to CCO on how to deliver on opportunities and mitigate risks.
- Monitor market trends to ensure commercial strategy is always aligned to realistic targets.

## WORKING HABITS AND CORE SKILLS\_

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## 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

- Confident and skilled negotiator
- Strong OOH media owner relationships
- People management
- Organisational planning
- Strategic capability
- Commercially aware
- Independent decision maker
- Able to work as part of a team
- Organised and pro-active
- Advanced presentation delivery

## YOUR EXPERIENCE AND QUALIFICATIONS\_

- Managing and developing an investment team of more than 3 people
- Servicing a range of clients/media owners at a senior level
- Delivering pricing commitments with media owners
- Presenting to clients/agencies
- Influencing and negotiating with internal and external stakeholders