

# JOB DESCRIPTION

ROLE: CLIENT DIRECTOR

LOCATION: LONDON (HYBRID)



## 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"><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\_

Reporting into the Business Director, the Client Director will lead key clients within their planning team at Talon. The Client Director has a wide range of responsibilities including (but not limited to) owning and developing the relationship with a variety of key clients, managing direct reports within the team alongside supporting the Business Director in day-to-day tasks, driving growth from dormant clients, and helping to deliver best in class service. The role of a Client Director requires a proactive mindset both to help develop new opportunities within the business and to pre-empt any issues which may occur alongside using initiative, experience and expertise to help keep our clients and agencies happy through gold standard client servicing.

## RESPONSIBILITIES AND RELATIONSHIPS\_

- Be responsible for the day-to-day management of the client team to ensure they are effectively servicing clients and are proactively contributing to growing client and agency business.
- Have a thorough understanding of the strategy & objectives of your main accounts.
- Ensure you and your team are delivering on all elements of client service charters and general client servicing.
- Resolve client/campaign issues as and when they arise alongside assisting/coaching your team in resolving their issues.
- Work closely with the Investment team to create response to briefs, supporting rational documents and PCAs.
- Take the lead on some of the most high profile accounts within the agency patch.
- Be responsible for presenting the above work to clients and agencies with the support of the Business Director.
- Attend all client and agency meetings across your patch of business with the support of the Business Director.

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.

**TALON\_**  
Think outside



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GROW

- Proactively sell the OOH medium and regularly identify opportunities across your portfolio of clients to sell in OOH.
- Drive agency relationships through hot desking, meeting with key personnel and presenting all agency sessions.
- Analyse and attend all client audit meetings (in conjunction with Business Director/Head of.)
- Work with Business Director/Head of to set individual client KPIs and ensure they are met.
- Develop and manage the Talon relationship with agency, client and media owner contacts.
- Help to manage and host internal training sessions.
- Be prepared to get involved in non-account work – internal working parties, Route guru group, representatives of the company.
- Ensure you and the team are utilising in house systems on a regular basis ensuring they are kept up to date with all the latest planning information and campaign status.
- Ensure all Planning templates are being used – Talon planning schematic, proposals, buying reviews/PCAs, site tour documents.
- Participate in defining the requirements to enhance systems/tools and have responsibility for testing them when requested.
- Work with Business Director/Head of to provide accurate client forecasts ensuring they are kept up to date with key changes to forecasted business.
- Comply with all company and departmental policies and procedures.
- Understand Talon philosophy and SBU's offerings and communicate them appropriately.
- Demonstrate proper care and respect for corporate assets.
- Train your team on the day-to-day requirements of their planning roles, tools and systems.
- Be responsible for first stage interview process for recruiting Client Executives and Client Managers.
- Conduct annual appraisals of Client Executives and Client Managers (in conjunction with Business Director/Head of where applicable)
- Review performance of Client Executives and Client Managers on a regular basis
- 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\_

- Organisational planning
- People management
- Strategic capability
- Commercially aware
- Solution finding
- Industry knowledge
- Able to work as part of a team.
- Organised
- Enthusiast and driven.

### YOUR EXPERIENCE AND QUALIFICATIONS\_

- UK OOH planning experience and/or extensive Comms planning experience – working on clients that spend significantly in OOH.
- Experience of working in data focussed roles.
- First class relationship management skills with the ability to communicate across all levels both internally and externally.
- Strong commercial acumen with the confidence to apply this within your work.
- Ability to manage people and motivate them to bring out their full potential.

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**OUR TEAM**

Our team work in a fast paced ever evolving area integral to the core functions of the business, with the scope to build strong relationships both internally and externally in a sociable environment. We essentially work across all clients within the Talon business in different capacities, so there is exposure to multiple clients and brands, which offers an unrivalled experience to most people within the business.

**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

