

JOB DESCRIPTION

ROLE: Manager/Dir. Client Strategy

LOCATION: NYC

SALARY: 70-130k (depending on level)



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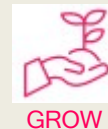
ABOUT US_

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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">• 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_

*We are open to hiring this role at either the Manager or Director level.

In this role, you will be the client lead across a set of accounts, responsible for the day-to-day development, account management, and growth of the client team. You will also ensure the delivery of effective and excellent client service, and proactive growth of client and agency business. Working across internal and external stakeholders, you will build positive relationships, ensure accurate and timely delivery of work, and work effectively across departments.

RESPONSIBILITIES AND RELATIONSHIPS_ (Include ESG Objectives)

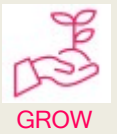
- You are a people person. You use your well-honed skills to know exactly what is going on and you can predict and proactively manage the ever-evolving needs of your clients and your team
- You love pitching for new business and writing creative response to briefs. You are experienced in interrogating briefs, providing strategic recommendations, writing tight creative briefs that push boundaries, and pulling together innovative pitch proposals
- You are a natural line manager. While you may 'manage' your team, you know and understand that your success and that of the team are intrinsically linked
- You're an experienced creative media or brand experience professional -you've faced many challenges and you're not fazed by those you've yet to face. You're ready and willing to share your fountain of knowledge with anyone who needs it
- As well as supporting your team, you'll lead your own projects, looping in resource to support where it is needed

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- You can confidently communicate with stakeholders of all levels, and you don't leave people wondering what's going on. Open communication is at the heart of your working style
- You are happy to share ideas for new initiatives and ways of working and equally happy to hear other people's ideas
- You have a solid understanding of the media landscape and truly understand how OOH and Brand Experience compliments other channels
- Lead day to day account management, planning, and buying for your clients and agencies
- Ensure high quality client services and deliverable by going above standard asks and including innovative ideas to delight clients
- Have a strong understanding of Talon's planning and buying principles, and the ability to articulate these to internal and external stakeholders, client, agency, & vendor partners at a senior level
- Work collaboratively across internal teams including Client Activation and Production, and Creative Services
- Have a thorough understanding and utilize all internal and external tools and systems for planning, measurement, etc. as required
- 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
- Develop and manage the Talon relationship with client, agency, vendor, & partner contacts
- 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
- Work collaboratively across all internal teams including Client Fulfillment, Production, Finance, Sales, etc
- Prepare and present new revenue opportunities using existing Talon initiatives or creating bespoke solutions for clients

WORKING HABITS AND CORE SKILLS_

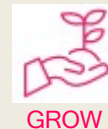
- 3-8 years previous media agency/vendor experience
- Experience servicing a range of clients
- Proven experience of client budget management at scale
- Proven experience of leading and managing a team
- Bachelor's degree preferred, or comparable experience
- Strong organizational skills, attention to detail
- Strong written and verbal communication skills
- Proactive and can-do attitude
- Basic math skills
- Microsoft Office
 - Excel Proficiency- Intermediate-Advanced
 - PPT Proficiency
- Results driven.
- Project management skills
- Negotiation skills
- Relationship building
- Commercially aware
- Excellent strategic thinker

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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
- 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
- Candidates should be able to support and challenge the current status quo and provide teams with compelling and innovative opportunities
- Excellent communication skills and marketing/media/events/experiential market knowledge
- Full understanding of Talon's philosophy and specialist business unit's offerings and their benefits vs our competitors

| 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 |