

JOB ADVERT

ROLE: INTERNATIONAL CLIENT DIRECTOR, GRAND VISUAL

LOCATION: LONDON (HYBRID)

SALARY: £45,000 - £55,000



ABOUT US_

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">• 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 International Client Director role will be responsible for helping Talon and Grand Visual deliver best in class creative OOH and experiential planning across the globe. Starting in Europe, the International Client Director will be responsible for setting up and reviewing commercial partnerships, ensuring we're working with the best and most innovative suppliers.

As the International Client Director this role will also be responsible for responding to creative and experiential briefs globally alongside our studio and client service teams based in London and New York. Whilst briefs often cover all regions, this role will focus on markets outside of the UK and USA.

As International Client Director you'll be required to bring your creative ideas to the table and sell them using visual, and dynamic decks that we present to clients. In this role you'll be required to build relationships with internal and external stakeholders. Using your knowledge to educate and promote on our creative offering.

This role reports directly into the Grand Visual leadership team with a dotted line reporting into the Business Director at Talon International.

RESPONSIBILITIES AND RELATIONSHIPS_

- Drive income for brand experience, digital production, and media solutions across our International 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



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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- Develop and maintain a strong brand and agency network with regular outreach, presentations, and inspiration sessions.
- Oversee the International Activation team, gathering and tracking all international campaigns and production lead-times
- Manage the team and ensure efficient processes are in place from technical specs to artwork delivery for successful live dates
- Become a key creative advisor for clients, building international knowledge of various market considerations
- Be involved from the briefing stage to increase creative conversion rate
- Educate the International clients on production costs and aim to quote non-media costs to the planning team to maximize potential revenue
- Liaise with relevant departments (e.g., Marketing, Effectiveness, 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.
- 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_

- 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 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 are cool, calm and collected. You are the person people come to for answers and leave you feeling confident and focussed.
- You have excellent attention to detail
- You are happy to share ideas for new initiatives and ways of working and equally happy to hear other people's ideas.

YOUR EXPERIENCE & QUALIFICATIONS_

- You're an experienced creative media or brand experience professional - you've faced most 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.
- You are experienced in interrogating briefs, providing strategic recommendations, writing tight creative briefs that push boundaries, and pulling together innovative pitch proposals.
- 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 have a solid understanding of the media landscape and truly understand how OOH and Brand Experience compliments other channels

OUR TEAM_

Grand Visual is the Creative arm of the Talon group, focussing wholly on delivering best in class creative services, and maximising media value to the Global OOH market.

Our clients include Disney, Nike, Google, Microsoft, Netflix, Amazon, Disney Parks and Proximo Spirits to name a few.



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Our team of experts have been crafting compelling stories for leading agencies, brands and audiences all around the world for over 17 years, delivering projects in the USA for 10 of those.

From murals, to experiential, interactive digital experiences and data driven creative our team ideate, develop, manage and produce campaigns seen by millions of people around the world.



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