# Local Media Sales Team Manager

# The Role:

# Boomerang Media is a leading out-of-home advertising business, selling engaging & effective media solutions to national advertisers & their media agencies. We help brands reach a range of targeted audiences, including working professionals, active families & young adults, through advertising opportunities in Health Clubs, Shopping Malls, Leisure Centres, Playcentres, Cinema & Schools. Our advertiser base includes the likes of Netflix, Nintendo, O2, BBC, Paramount Pictures, Red Bull, Nivea, Sky, Nando’s, Nike, Jaguar, Lego, Colgate, Calpol & Sony Music.

Due to a period of exciting growth, we are looking for a Sales Manager to grow & develop our dynamic Direct Media Sales Team. The successful candidate will be tasked with recruiting, training, retaining & mentoring a team - currently comprised of 3/4 telesales executives to circa. 10-15 over the next 2 years - to achieve strong revenue generation performance.

The overall business mission is to grow existing direct advertising revenues from local businesses across the UK, from approximately £300k to over £2m per annum. The team will be mainly selling our estate of digital advertising screens & poster panels within the UK Health & Fitness sector including the David Lloyd, Pure Gym & Nuffield Health gym chains, but other parts of the portfolio will also be targeted as appropriate.

The ideal candidate will be an experienced Sales Manager with experience of developing internal sales teams. Strong mentoring & training skills be essential to be successful in the role, as well as experience of recruitment, performance management, appraisals & 1-2-1’s.

# Job Specification:

* To be directly responsible for ensuring the Local Sales Team achieve their targets & KPI’s
* Day-to-day running of the Local Sales Team; responsibility for team member development and training; to mentor and coach as needed; to maintain high team standards and disciplines
* Manage inductions, reviews, appraisals and disciplinary action as required
* Monthly reporting and forecasting to the Sales Director
* Undertake business planning for the calendar year; drive forward implementation and revisions throughout the year; quarterly target setting with the Sales Director
* Regular updates with Sales Director of ‘rising stars’ in terms of suitability for National Media Accounts Team and succession planning
* To manage external local media agencies; establish reporting processes and pipelines
* To ensure communication between teams and team members is as effective as possible; to strengthen relationships with departments outside of Sales and Marketing
* Management of local sales leads, including distribution and monitoring team effectiveness / accountability
* Work closely with the Sales Director and Marketing team in terms of feeding back on the effectiveness of Marketing campaigns. Also to ensure that collateral is in place which is well aligned with Direct Sales activity
* Implement initiatives to improve client service levels and retention; to ‘trouble shoot’ where required.
* Support and train on MS Dynamics system to ensure that data is accurate and updated regularly
* Ensure all administration is in line with company policy and procedure
* To professionally represent the company at all times; some flexibility in hours may be required (i.e. for entertaining) due to the nature of this role

# Desired Personal Attributes and Skills:

* An experienced Sales Manager who can demonstrate a successful career in Service or Solution sales within SME sales environments
* The ideal candidate will be prepared to lead by example in terms of call activities and revenue generation
* A proven track record in managing and developing telesales led Business Development Teams (5-15 heads+) and experience of training at Team Leader and Sales Executive level
* Strong commercial skills and experience of field based sales activity
* A natural interest in Media, Marketing and Communications is essential
* Personable - able to motivate and inspire a team towards hitting their targets and KPI’s
* Literate and numerate - able to forecast and report effectively; develop and implement a sales strategy; set individual team targets; manage external agencies

# Additional Benefits:

* **Time for You** - we offer 22 days annual leave, increasing each year up to 25 days
* **Future Saving -** we will match your pension contribution to help you save for the future
* **Support** - we offer training through a 2-week induction programme & ongoing mentoring
* **Development** - we invest in staff through courses & qualifications to help them progress
* **Incentives** - we incentivise with bonus schemes & uncapped commission
* **Free Parking** - we have an on-site car park, which is free to use for all staff
* **Rewards** - we reward hard work with company parties & a yearly ski trip
* **Healthy Lifestyle** - we invest in your well-being with circuits classes & challenges (e.g. 3 Peaks)

For further information on the job role, please contact:

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