



Media Sales & Marketing - Department Vacancy

Job Title:	Direct Media Sales Team Manager
Reporting To:	Sales Director
Location:	Aldershot (two days out on appointments a month)
Hours:	38.75 hours per week (8.45am-5:30pm/Monday-Friday)
Salary Range:	£35k-£55k FTE (depending on experience)
Commission/Bonus:	Non-capped, average of £10k in Year 1 Non-capped, average of £20k in Year 2+

The Company & Role:

Boomerang Media (www.boomerangmedia.co.uk) is a well-established UK boutique consumer-targeted out-of-home (OOH) media business. Boomerang owns, manages & operates over 2,000 digital screens in five distinct audience networks - 1) Health & Fitness, 2) Cinema, 3) Retail, 4) Playcentres & 5) Education - working with leading consumer brands such as David Lloyd Leisure, Nuffield Health, Pure Gym & VUE Entertainment amongst many others. We provide content creation & screen network management for the host businesses & an advertising opportunity on the screens for 3rd party advertisers - both international, national & local clients. 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.

At core, Boomerang is a well-developed media sales operation. The business is now 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 2/3 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 within the UK Health & Fitness sector including the David Lloyd, Nuffield Health & Pure 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.

Desired Personal Attributes & Skills:

- An experienced Sales Manager who can demonstrate a successful career in SME environments
- A proven track record in managing & developing telesales led Business Development Teams (5-15 heads+); experience of training at Team Leader & Sales Executive level
- Strong commercial skills & experience of field-based sales activity

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- A natural interest in media, marketing & communications is essential
- Experience of selling a service/solution
- Personable - able to motivate & inspire a team towards hitting their targets & KPI's
- Literate & numerate - able to forecast & report effectively; develop & implement a sales strategy; set individual team targets; manage external agencies
- Prepared to lead by example in terms of call activities & revenue generation as required

Job Specification:

1. To be directly responsible for ensuring the Direct Sales Team achieve their targets & KPI's
2. Day-to-day running of the Direct Sales Team; responsibility for team member development & training; to mentor & coach as needed; to maintain high team standards & disciplines
3. Manage inductions, reviews, appraisals & disciplinary action as required
4. Monthly reporting & forecasting to the Sales Director
5. Undertake business planning for the calendar year; drive forward implementation & revisions throughout the year; quarterly target setting with the Sales Director
6. Regular updates with Sales Director in terms of 'rising stars' in terms of suitability for National Media Accounts Team & succession planning
7. To manage external local media agencies; establish reporting processes & pipelines
8. To ensure communication between teams & team members is as effective as possible; to strengthen relationships with departments outside of Sales & Marketing
9. Management of local sales leads, including distribution & monitoring team effectiveness/accountability
10. Work closely with the Sale Director & Marketing in terms of feeding back on the effectiveness of marketing campaigns & ensure collateral is in place which are well aligned with Direct Sales activity
11. Implement initiatives to improve client service levels & retention; to 'trouble shoot' challenging contacts & pieces of business
12. Support & train on MS Dynamics system to ensure that data is accurate & updated regularly
13. Ensure all administration is in line with company policy & procedure
14. 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

Additional Benefits:

- **Time for You** - we offer 22 days annual leave, increasing each year up to 25 days
- **Future Saving** - we operate a work-place pension scheme in accordance with government guidelines
- **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 subsidised gym memberships & challenges (e.g. 3 Peaks)



For further information on the role, please contact either:

Dan Photi - Sales Director

Martin Smith - Managing Director