



Media Sales & Marketing - Department Vacancy

Job Title:	National Account Director/Manager
Reporting To:	Sales Director
Location:	Aldershot, Hampshire (3 days); London/Home (2 day)
Hours:	38.75 hours per week (8.45am-5:30pm/Monday-Friday)
Salary Range:	Depending on experience
Commission/Bonus:	Uncapped; individual & team based

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 2,300 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 National Media Sales Executive to join our young & dynamic team. Utilising our innovative & growing portfolio of digital media assets, the successful candidate will be tasked with generating revenue from some of the largest media buying agencies in the UK. In addition, they will also be charged with developing direct relationships with the marketing departments of some of the nation's most famous advertisers.

The ideal candidate will be a self-starter, highly motivated & proactive, with a firm desire to succeed. Ingenuity is at the heart of Boomerang, so there is plenty of scope for creativity. This is an Aldershot based role, with a day spent in London each week on appointments. Full training will be provided, including monthly sessions with our sales trainer & full support from the wider team. We offer generous bonus schemes & incentives such as skiing in the Alps in the winter & summer BBQ's. Our office is based in sunny Aldershot, in a grade 2 listed building on a picturesque park - perfect for sunbathing with ice creams in the sunshine!

Desired Personal Attributes & Skills:

- High energy levels - 'sales hungry' - with an upbeat & positive outlook
- An interest in media, marketing & communications - able to sell a concept/solution
- Big personality - confident on the telephone, as well as face-to-face

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- A self-starter, highly motivated with creative flair
- An engaging, yet professional manner
- Personable, relationship-builder
- Natural organisational & prioritisation skills; a pro-active 'game-planner'
- A 'hunter farmer' mentality - able to win new business & account manage
- Previous experience at a media agency/owner required at the upper end of the salary band

Job Specification:

1. Reach (& exceed) individual sales targets
2. To win new business from your agencies & clients; to maintain & develop existing business
3. To demonstrate 'added value' to the business from representing your agency & sector patch; contribute to company goals, promoting all Boomerang products & cross-selling environments
4. Make required number of quality telephone calls to contact base
5. Generate required number of face-to-face meetings post training/induction
6. To develop meaningful relationships with all tiers of personnel (Marketing & Media Directors right through Marketing & Media Assistants); to 'challenge' your contact base
7. Actively participate in sales meetings & subsequent team activities; cover all aspects of sales for other members of the team when directed by your manager (i.e. holiday cover)
8. Be responsible for marketing to your agencies; to ensure internal working relationships with other departments/teams are in the best possible order
9. Ensure all administration is in line with company policy & procedure
10. 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