



## **Business Development Manager**

### **About the role**

Your career at Alight isn't just a job — it's a journey. We invest in our people through training programmes, mentorship, and clear career progression pathways. Whether you're starting out or looking to take your career to the next level, we provide the support and opportunities to help you succeed.

You will be responsible for driving sales of Digital and Traditional Out of Home advertising space to the Local/Direct market within your focus territory and across the UK. This role offers a unique opportunity to access all formats within the company portfolio, with a priority on successfully selling the allocated inventory and building the Alight Media brand in your region.

### **Your responsibilities will include:**

- **Lead Sourcing and Prospecting:** Source your own leads, book sales appointments, and engage with potential clients. Utilise your sales knowledge and understanding of the business to identify new opportunities.
- **Sales Pipeline Management:** Maintain an up-to-date CRM system, documenting client interactions and activities to ensure a steady flow of leads and appointments.
- **Proposal Development:** Work closely with marketing and insights teams to create tailored sales proposals for prospective clients.
- **Negotiation and Closing:** Demonstrate strong communication and negotiation skills to close deals effectively. Utilise your commercial acumen to secure favourable terms.
- **Forecasting and Target Achievement:** Accurately forecast your weekly expected revenue and work towards meeting quarterly sales targets.
- **Client Relationship Management:** Build and maintain strong relationships with clients, serving as the primary point of contact and ensuring high levels of client satisfaction.
- **Industry Insight:** Leverage industry insights to inform sales strategies and stay ahead of market trends.
- **Technology and CRM Engagement:** Ensure accurate use of CRM tools to manage client data and sales activities, enhancing efficiency and accuracy in reporting. Experience using Zoho CRM is a plus.

### **Your skills and experience will include:**

- **Proven Sales Experience:** Strong background in sales, with a track record of meeting and exceeding targets. Media sales experience is a plus.
- **Active Listening and Communication:** Excellent active listening skills to understand client needs and strong communication skills to engage effectively.
- **Product and Industry Knowledge:** Deep understanding of our products and the industry, staying informed about market trends and competitor activities.



- **Technology Proficiency:** Proficient in using CRM and Microsoft Office systems to enhance sales processes and client management.
- **Time Management:** Excellent time management skills, with the ability to prioritise tasks and manage multiple projects simultaneously.
- **Adaptability and Learning:** Willingness to learn and adapt to new challenges and opportunities in a dynamic market environment.
- **Work Rate and Drive:** High work rate with a strong drive to achieve targets and deliver results.
- **Marketing Know-how:** Understanding of marketing principles and how they apply to advertising sales.
- **Full UK Driving License:** Ability to travel to locations within your region as required.

### **Your impact and progression:**

- **Drive Growth:** Contribute to the future growth of our Direct Sales channel within the fastest growing OOH media owner in the UK.
- **Client-Facing Role:** Work at the forefront of our client-facing and evolving commercial channel, enabling direct advertisers and direct media buying agencies to plan and buy OOH in flexible ways to suit their needs.
- **Relationship Building:** Build relationships with multiple businesses, SMEs, Local Authorities, Direct Agencies, and other entities, supporting their advertising needs across our platforms.
- **Strategic Contribution:** Contribute to the overall Alight Media strategy, creating and managing your approach in line with the Regional Team and Direct Channel goals.
- **Professional Development:** Supported by your line manager, develop your knowledge, personal growth, and consistent success, demonstrating great behaviours, drive, and ambition.

### **Our success:**

In your first six months, we will work together to:

- **Build a Strong Pipeline:** Identify, convert, and close leads to build a robust pipeline of revenue and new clients.
- **Generate New Business:** Initiate conversations with direct businesses, agencies, and public sector organisations to generate new briefs.
- **Deliver High-Quality Solutions:** Provide tailored solutions and recommendations to suit client needs.
- **Achieve Revenue Targets:** Deliver against individual revenue targets, supporting the success of your Regional Team.
- **Represent Alight Media:** Demonstrate proactive, positive, and passionate representation of Alight Media, aligning with our values.



## **About Us**

We are the fastest growing UK out-of-home media owner, with a vision to develop inclusive out-of-home, built on positive connections. We make a positive difference by connecting brands and communities in the real world. We do this by giving advertisers opportunities to engage audiences through our national portfolio of almost 4,500 digital screens comprised of digital billboards, digital and classic 6 sheet posters and digital screens in pubs, bars and venues.

### **Positively different out-of-home**

Our aim is to positively impact the world as a business and a team, with sustainability at the heart of our business. We're creating a business built on best practice, that is genuinely for everyone. We're boldly pushing forward against the status quo, in places different from most, and with ways of working different from most.

### **How we work:**

We are a national business with a head office in the heart of London's West End. For our remote team members, we come together as often as possible, valuing our time together through weekly calls, all-company summits, and events.

### **Our benefits:**

We offer competitive salaries, bonus schemes, and a leading benefits package, including pension contributions, private medical cover, illness insurance cover, life insurance cover, 25 days holiday + public holidays, free access to virtual GPs and mental health professionals, a Bike to Work Scheme, an Electric Vehicle Scheme and numerous Volunteering opportunities.

### **Our Company Culture:**

We love what we do at Alight Media and are passionate about being the best employer we can be.

We are a member of Ad Net Zero, an All in Champion, we've listed in Campaign's top 100 Best Places to work for the last two years, and been recognised by the Best Companies scheme for the last three years as a Best company to work for in the UK.

We believe in creating a positive and inclusive culture that supports our ambitious growth, founded on our core values, created by our team:

### **We Aspire – We aim high**

- We give all our effort
- We care about the customer



- We set ambitious goals and we bring them to life.

**We Blaze** – We blaze our own trail

- We are curious
- We openly question the status quo
- We know what we need to challenge and why.

**We Celebrate** – We enjoy what we do

- We do the unexpected
- We laugh out loud, smile and bring a positive spirit to work
- We enjoy what we do.

**We Collaborate** – We're all about the team

- We put people at the heart of our business
- We collaborate with a diverse range of colleagues, partners, clients, and communities because we know we are stronger as one.

**We Nurture** – We care for each other and the world around us

- We believe everyone has an important role to play
- We apply ourselves so that we can grow
- We thrive in the face of challenges