



Business Development Manager

Location: National (Flexible)

Reports to: Regional Manager

Department: Direct Sales

About the role

As a Business Development Manager at Alight Media, you will be responsible for driving sales of Digital and Traditional Out of Home advertising space to the Local/Direct and Direct Agency 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.

Key responsibilities:

- **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:** Utilise Alight Media's marketing materials 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.
- **Time Management:** Prioritise tasks and manage multiple projects simultaneously to meet deadlines and achieve sales goals.
- **Continuous Learning and Adaptation:** Demonstrate a willingness to learn and adapt to new challenges and opportunities in a dynamic market environment.

What success looks like (First six months):

- **Achieve Revenue Targets:** Deliver against individual revenue targets, supporting the success of your Regional Team.
- **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.
- **Represent Alight Media:** Demonstrate proactive, positive, and passionate representation of Alight Media, aligning with our values.

What you'll bring:

Essential



- 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 technology tools and CRM 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.

Desirable

- Strong understanding of OOH, digital advertising, or similar sectors.

Why join Alight Media?

- Contribute to the future growth of our Direct Sales channel within the fastest growing OOH media owner in the UK.
- 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.
- Build relationships with multiple businesses, SMEs, Local Authorities, Direct Agencies, and other entities, supporting their advertising needs across our platforms.
- Contribute to the overall Alight Media strategy, creating and managing your approach in line with the Regional Team and Direct Channel goals.
- Deliver against personal revenue targets, driving long-term success within Alight Media's Direct team.
- Develop your knowledge, personal growth, and consistent success, demonstrating great behaviours, drive, and ambition.

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, bi-annual summits, and company 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, and an Electric Vehicle Scheme.