



Alight Media Regional Manager (North) Job Description

Location: Field-based, with regular travel across your region and to our London HQ
Reports to: Sales Director - Direct Sales
Team size: ~10 Business Development Managers

About us:

Alight Media is the UK's fastest-growing out-of-home (OOH) media owner. Every month, we reach over half the UK population across more than 1,500 digital and classic sites — including digital billboards in over 135 towns and cities.

Our mission is to bring previously overlooked communities into the spotlight and help brands connect with people in real, meaningful ways. We believe in doing media differently: building a fairer, more inclusive, and impactful OOH landscape.

About the role:

As a Regional Manager at Alight Media, you'll be responsible for leading and developing a high-performing team of Business Development Managers (BDMs) to sell our digital and traditional OOH advertising solutions to SMEs and public sector organisations.

You'll play a key role in driving growth across your region, building brand presence, and ensuring consistent delivery against revenue targets — while fostering a positive, collaborative, and performance-led culture.

What You'll Be Doing

Sales Leadership

- Lead, coach, and inspire a team of ~10 BDMs to meet and exceed revenue targets.
- Conduct regular field visits and virtual meetings to support your team with new and existing client relationships.
- Build and deliver tailored regional strategies in line with national priorities.

Team Development

- Manage end-to-end team operations: recruitment, onboarding, training, development, and performance reviews.
- Deliver regular 1:1s, coaching sessions, and team meetings to develop skills and identify growth opportunities.
- Address performance gaps proactively and support continuous professional growth.

Pipeline & Revenue Management

- Own regional forecasting and reporting, ensuring accurate visibility of pipeline and sales projections.
- Monitor CRM usage to maintain clean data and ensure accountability for lead generation and conversion activity.
- Work collaboratively with the Head of Direct Sales to set strategic sales goals for your region.



Client Engagement & Brand Advocacy

- Represent Alight Media in client meetings as a senior face of the business, building credibility and trust.
- Use Alight Media's marketing and insight tools to support sales pitches and proposals.
- Champion our brand locally by identifying community engagement and PR opportunities.

What You'll Bring

- Proven track record of managing high-performing sales teams, ideally in media, advertising, or related sectors.
- Strong commercial acumen and confidence in leading client negotiations and closing deals.
- A natural leader and coach with excellent interpersonal and communication skills.
- Experience with CRM tools (e.g. Salesforce) and solid skills in Excel, PowerPoint, and Outlook.
- A full UK driving licence and willingness to travel regularly across your region.
- A passion for mentoring, growing talent, and celebrating success.

Your First 6 Months – What Success Looks Like

- Your team is consistently delivering against individual and collective revenue targets.
- A healthy sales pipeline is in place, with new clients being won and key relationships strengthened.
- Your team is confident, skilled, and engaged — aligned to our values and supported in their growth.
- You're a trusted, collaborative partner to the Head of Direct Sales and broader leadership team.
- You embody Alight Media's values and culture in every client interaction and internal conversation.

Our Culture & How We Work

We're proud to be one of the Top 100 Best Small Companies to Work For in the UK – and we're just getting started.

With a head office in London's West End (Great Marlborough Street), we mix remote working with meaningful in-person collaboration:

- Weekly all-company calls
- Bi-annual summits and team events
- Our annual awards and Christmas party

We believe in flexibility, creativity, and collaboration — always rooted in our company values.

Our Benefits

We offer competitive salaries and performance-based bonuses, plus a leading benefits package open to all employees:

- 25 days holiday + public holidays
- Pension contributions



- Private medical cover with Bupa
- Mental health support and virtual GPs
- Life and illness insurance
- Bike to Work and Electric Vehicle salary sacrifice schemes

Our Values

We Blaze – We challenge the status quo with curiosity and courage

We Nurture – We support each other and grow together

We Collaborate – We put people and partnerships first

We Celebrate – We bring joy, positivity and recognition to our work

We Aspire – We aim high and deliver with energy and excellence

If you're an inspiring sales leader with the vision to grow a region and the heart to grow a team
— we'd love to hear from you.