



Job Title: Sales Development Executive – Dwell
Location: Remote (UK based)
Reports to: Sales Support Manager
Department: Direct Sales
Working hours: Flexible

About the Role

This is a high-energy, outbound telesales role for individuals who thrive on momentum and winning new business.

As a Sales Development Executive, you will be responsible for proactively identifying, contacting and converting local SMEs into digital OOH advertisers. You will spend the majority of your time generating new opportunities through outbound calls, turning cold prospects into first-time Alight Media customers. Focused predominantly exclusively on the Dwell Local product, this role allows you to develop deep expertise in local selling, SME decision-making, and fast-paced commercial environments. It also forms a key entry point into Alight Media's wider Direct Sales career pathway.

Flexible working – talent first

We recognise that exceptional sales talent doesn't always fit a traditional 9–5 structure.

We are open to flexible working arrangements and alternative contract structures for high-performing individuals. If you are balancing childcare or other commitments but have the drive, resilience and ambition to succeed in a high-performance sales environment, we are happy to explore how we can make it work. We're flexible on structure – but not on ambition or accountability.

Key Responsibilities

Outbound Sales & New Business

- Generate new business through consistent, high-volume outbound calling to local SMEs.
- Create opportunities through confident, engaging conversations.
- Sell Dwell Local campaigns using approved packages and pricing frameworks.
- Achieve daily activity targets and monthly revenue objectives.

- Prospecting & Pipeline Creation
- Identify and research suitable local businesses within agreed sectors or regions.
- Build and manage your own outbound pipeline from first contact through to close.
- Confidently handle objections and convert interest into confirmed bookings.

Client Qualification & Growth Identification

- Understand client objectives and local business needs.
- Identify growth opportunities and escalate larger potential clients to wider sales teams.
- Lay strong foundations for repeat business and long-term relationships.

CRM, Process & Governance

- Accurately record all activity, conversations and outcomes in CRM (Zoho).
- Follow agreed sales processes, pricing frameworks, and rules of engagement.
- Maintain high standards of data accuracy, compliance and pipeline discipline.

Development & Collaboration

- Participate in coaching sessions, call reviews and continuous skills development.

- Share insights, objections and best practice with peers and managers.
 - Demonstrate resilience, ambition, and commitment to improvement.
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What Success Looks Like (First 6 Months)

- Consistently meet or exceed daily activity and call targets.
 - Convert cold prospects into active Dwell Local advertisers.
 - Deliver predictable monthly revenue through repeatable outbound activity.
 - Build a strong and sustainable SME pipeline.
 - Demonstrate energy, resilience, and commercial momentum.
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Skills & Experience

Essential

- Previous outbound sales or inside sales experience
- Strong appetite for outbound sales and cold calling.
- High levels of drive, resilience and determination.
- Confident and persuasive communicator with strong phone presence.
- Competitive mindset and desire to improve performance.
- Well organised and comfortable working to KPIs and targets.

Desirable

- Experience selling to SMEs.
 - Interest in media, advertising or marketing.
 - CRM experience (Zoho desirable but not essential).
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Why Join Alight Media?

- A role designed for individuals who enjoy the challenge and reward of outbound selling.
- Clear development pathway into broader Direct Sales roles.
- Competitive base salary and commission structure.
- Structured onboarding, coaching and daily support.
- Flexible working options.
- A values-led culture focused on growth, ambition and collaboration.