

Role Description

Sales Director

Role	Sales Director
Team	Commercial
Line Manger	CEO
Date	9 th October 2018
Full/Part Time	Full-time
Salary	£100,000 (OTE £150,000+ (uncapped))

Role Description

We are radically expanding our sales team to take advantage of the massive opportunity being presented by Direct Carrier Billing (DCB), as the largest technology businesses on the planet (Google, Apple, Amazon, Netflix and Spotify) enter the market. We need a dynamic, accomplished Sales Director with a proven track record in a similar start-up environment who is capable of leading and motivating a growing sales team as well as 'getting their sleeves rolled' up and closing business with large digital brands and mobile telecommunications networks. If you are a Sales Director that has a collaborative approach to working, is adaptable and relishes owning complex problems in a dynamic and challenging (but very enjoyable) working environment then this could be the ideal role for you.

The ideal candidate will be interested in helping this friendly, family-owned business expand and mature through the introduction of new ways of working and the application of experience learnt elsewhere in parallel with winning new business from brands and carriers on an international basis. The success of the business hinges on finding new clients that wish to utilize the reach, conversion and security that DCB offers. The role of leading and directing the sales and account management teams is therefore of fundamental importance to Infomedia.

The successful candidate will relish the breadth of responsibility required to work in a smaller organisation and will be solely responsible for all aspects of the sales pipeline, from setting the sales strategy and working with Marketing in the definition of impactful campaigns through to pricing, demand generation and commercial negotiation. All-in-all this is an unrivalled opportunity to set up and shape a sales function to deliver results for a business with huge growth aspirations.

More specifically, the Sales Director will: -

- Set a sales strategy, forecast sales targets and ensure they are met;
 - Lead, motivate and shape the sales and account management teams;
 - Liaise with Marketing to identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales;
 - Work with Marketing to define impactful sales collateral and other thought leadership material;
 - Generate, manage and prioritise a sales pipeline in order to exceed sales targets and assist the business in hitting its broader revenue/margin targets;
 - Plan persuasive pitches that will convince potential clients to do business with the company;
 - Oversee client negotiations to ensure that the business being won is profitable and easy to administrate for the rest of the business;
 - By working with other members of the management team, maintain a thorough knowledge of the market, the solutions/services the company can provide, and of the company's competitors; and
 - Ensure that pipeline management and sales performance is accurately recorded to provide transparency to the rest of the business and ensure that ongoing improvements are made to enhance business performance
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Cultural Attributes, Knowledge & Skills

Cultural Attributes:

- **Coachable:** Self-aware, able to identify areas of potential development and put strategies in place to address them to further their professional and personal development. This will include a process of continual evaluation of performance and a plan to address the development needs that arise, including the commitment of own time and resources where necessary.
- **Accountable:** Ensures that every issue has an owner. Define and clearly communicate the resolution path for the issue, bring in other members of the team to contribute when necessary and relentless in ensuring completion. All stakeholders are kept informed throughout the resolution process and, where applicable, the issue is reviewed to try to prevent recurrence and make the resolution of further issues as efficient as possible.
- **Collaborative/Team Player:** Prioritises the success of the team over own individual achievement and recognition. Likes to solve problems through working with a team and want to actively contribute to the development of other employees, as well as to learn from them.
- **Positive and Enthusiastic:** Optimistic outlook and a 'glass half full' approach at all times. Able to draw out positive outcomes, even from what seems to be a negative situation and motivate others to do the same.
- **Adaptable/Flexible:** Readily accept that change is a part of working life and quick to adjust their plans when factors dictate this, even if considerable effort has been expended and/or they are emotionally invested in the previous direction. The immediate response to a change of plan is to work with colleagues to look for new opportunities and incorporate these into the revised direction that is set, communicating clearly at all times about the change, its impact, the options available and the new course of action. Will take a principal role at all times in leading the team to successfully deliver the revised objectives.
- **Hard Working:** Gets satisfaction from committing to achieve the most they can in each working day. When necessary, will work tirelessly to hit the deadlines that they have been set, both for objectives that they own and also in contribution to those owned by others.

Knowledge and Experience:

- Proven ability to lead and develop a sales team in a start-up environment to deliver exceptional results in terms of revenue growth, profitability and total number of new client contracts;
- Selling and account management in other territories, including direction of a sales and account management team working across multiple geographic regions;
- Experience of a consultative selling approach, preferably in the arena of digital marketing and digital products and services;
- Sector knowledge in at least some of the following areas would be advantageous: Games; Video on Demand; Publishing; Software; Education; Health; Fitness; Event Ticketing and Travel Ticketing
- Understanding of the global payments market, particularly of emerging technologies;
- Experience of working with mobile telecommunications operators;
- A network of relevant contacts in business that are applicable to the Direct Carrier Billing market;
- Understanding of the mobile telecommunications, digital marketing and/or payments industries; and
- Experience of working in small and/or entrepreneurial businesses.

Skills:

- Proven ability to close commercial deals and hit sales targets;
 - Educated to degree level;
 - Formal training in Miller Heiman or other similar strategic sales methodologies;
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- Experience of using CRM packages to provide transparency and implement changes to deliver business benefit;
- Highly developed written and spoken communication skills;
- Proficient in public speaking to audiences in excess of 100 people;
- Rudimentary knowledge of commercial contracts in order to review and make simple drafting changes; and
- Numerate, with the ability to construct complex, accurate commercial proposals.

Company Description

Infomedia is an exciting Fintech business that applies micro payments to consumer's mobile phone accounts on behalf of brands, using a technology called Direct Carrier Billing (DCB). The company appeared in both the Sunday Times TechTrack 100 and the Deloitte Fast 500 once in 2017.

Infomedia has a fully-managed service offering that allows brands and carriers to simply 'plug in and play' to start generating revenue from DCB. Services are typically live within weeks and generating a return on investment within a few months. Infomedia enables carriers to leverage their current billing system and relationship with the customer to increase ARPU (average revenue per user) and allows brands to monetise digital content in a way that is suited to growing consumer trends for frictionless payments, snacking content and the micro subscriptions.

We currently operate in Europe and the Middle East and are expanding into the Far East and Africa. At the same time, Infomedia is committed to driving quality in the market and working with regulators to create a more modern compliance framework that allows brands and carriers to benefit from the demand for frictionless mobile payments whilst safeguarding consumers.

www.infomedia.co.uk
