

# Role Description

## Sales Manager

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<b>Role</b>	Sales Manager - Brands
<b>Team</b>	Commercial
<b>Line Manager</b>	Sales & Marketing Director
<b>Date</b>	11 <sup>th</sup> April 2018
<b>Full/Part Time</b>	Full-time
<b>Salary</b>	£65,000 (£120,000 OTE)

### Role Description

If you are a sales manager 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.

We are a small, friendly organisation that is growing quickly and has the benefit of providing all of the opportunities you might expect in a start-up. The ideal candidate will be interested in helping the 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 on an international basis. The success of the business hinges on finding new clients (usually with a digital product offering) that wish to utilize the reach and conversion that Direct Carrier Billing offers over other mobile payment methods. The role 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 demand generation through to the negotiation of contracts. The successful candidate will define long-term strategic goals, build key customer relationships, identify business opportunities, negotiate and close business deals and maintain extensive knowledge of current market conditions.

More specifically, the Sales Manager will: -

- Set a sales strategy, forecast sales targets and ensure they are met;
  - Work with members of the Commercial team and other managers to increase sales opportunities and thereby maximize revenue for their organization;
  - Liaise with Marketing to identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales;
  - Prospect for new clients with the Marketing team by networking, advertising or other means of generating interest from potential clients;
  - 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 approaches and pitches that will convince potential clients to do business with the company;
  - 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 data is accurately entered and managed within the company's CRM or other sales management system.
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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:

- Experience of independent selling, preferably in the arena of digital marketing and digital products and services in multiple territories;
- 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 sales methodologies;
  - Experience of using CRM packages 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;
  - Numerate, with the ability to construct complex, accurate commercial proposals; and
  - Foreign language skills, especially Arabic, would be highly advantageous.
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**Infomedia**

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### 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. The company has been growing at the rate of 50% per year for the last 5 years and appeared in both the Sunday Times TechTrack 100 and the Deloitte Fast 500 once again in 2017. We currently operate in Europe and the Middle East and are expanding into the Far East and Africa.

Established in 1991, Infomedia has transitioned with changing consumer behaviour on the mobile platform to become one of the most trusted global players in the Direct Carrier Billing (DCB) market. The business continues to grow rapidly with unique global carrier relationships and a current reach of over 200 million customers transacting over its platform. Infomedia's revenue has grown by an average of 49% YoY over the last five years by developing new use cases for direct carrier billing, ignoring short-term traditional Value-Added Service (VAS) revenues and focusing on launching compelling new services tailored for DCB.

Infomedia has a fully-managed service offering. This allows brands and carriers to simply 'plug in and play' to start generating revenue from micropayments on mobile. Services are typically live within weeks and generating a ROI 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 in a way that is suited to growing consumer trends for frictionless payments, snacking content and the micro subscriptions.

The team has ambitions to maintain its steep growth curve by further expanding internationally and enabling a broad range of brands from publishers to car parks to maximise revenue on the mobile channel. 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](http://www.infomedia.co.uk)

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