



**Department:** Sales Director  
**Reports to:** Board

## A little bit about us

We're Regital, a programmatic marketing specialist with big ambitions and the talent to bring them to life. If you haven't heard of us, you've almost certainly seen our work.

We use programmatic solutions to grow sales, find new leads and increase brand awareness. We do this for agencies and advertisers that want to use modern marketing to get in front and stay in front.

We've been doing programmatic as long as it's been a thing. And over the last decade we've built an experienced team in ad operations, creative, data science, planning and programmatic trading.

We're proud of our heritage and we're also excited about the journey we're on. And where we're headed. Our four values of 'Be Pioneers' 'Be Experts' 'Be Flexible' and 'Be Sound' are massively important to us and guide us as we make decisions every day.

Our people are the driving force behind everything we do. We're not ones to sit still. We're always looking to add to our portfolio and technology offering. Everything we do is driven by our desire to get there first; of seeing the opportunity, of realising the opportunity. For us. For our clients. Each and every one of us plays a part in pushing the business forward. It's a challenging and fun place to work, and the rewards are there for the taking.

## A little bit about the role

We pride ourselves on providing spectacular levels of service and insight to our Clients, therefore rely on our Sales team to manage the entire sales cycle in terms of finding new clients and closing sales, whilst also providing professional after-sales support to enhance the customers' dedication.

## What you'll do

As a Sales Director, you are responsible for finding business opportunities and preserving strong customer relationships within your defined agency patch.

- Manage the entire sales cycle from finding a client to securing the closing of a deal
- Identify and develop business from new and existing clients: Research them to establish a viable opportunity and work proactively to secure a brief
- Create detailed client development plans to facilitate the achievement of company profit goals
- Proactive networking to unearth new sales opportunities and convert to long term partnerships
- Present products to prospective clients
- Host pitches and client meetings, presenting relevant solutions, useful case studies and informative insights
- Keep frequent contact with your clients to understand their needs

- Monitor the Account Management team activities to ensure everyone is working toward the same goal
- Ensure all members understand the team's objectives and work together to achieve it
- Provide daily updates to the company tracking system for pipeline and forecasting
- Manage trading negotiations and tracking

## Key Performance Indicators

- Generating incremental sales revenue to meet targets
- Sufficient number of briefs secured
- Effective relationship building
- Presenting product intros and updates well

## What we're looking for

You will have:

- Proven experience in managing relationships with multiple parties; clients, and internal teams
- Excellent communication skills and a confident telephone manner, in order to interact with the team and clients
- Experience of working to targets and thriving in a high-pressure environment
- Working knowledge of market research, sales and negotiating principles
- Good knowledge of the digital media industry, with passion to develop your understanding of the intricacies of the landscape
- Excellent organisational skills and a desire to provide first class customer service are required
- Experience working as a self-starter with consistently positive attitude towards your job, team and company
- Digital media is a very sociable and vibrant industry; therefore, a willingness to interact with colleagues and clients outside of work hours would be expected

## Skills you will need

- At least 5 years' experience (or equivalent) working in a similar sales management role
- Educated to degree level, any field will be considered
- Strong product and campaign set up knowledge
- Meticulous attention to detail
- Highly organised – with the ability to prioritise and manage workloads effectively
- Proactive mindset in your approach to work
- Strong problem-solving skills
- Ability to work well in teams
- Both innovative and creative with a passion for adding value at each interaction

## What you'll get

- Competitive salary
- Employee bonus scheme
- Company pension & private health insurance after 12 months
- 25 days holiday and birthday off
- Flexibility to regularly work from home

- Manchester city centre office
- Skills development
- Regular socials