

Milestone Group PLC

Business Development & Client Relations Director

Roles & Responsibilities

- Develop, implement and integrate marketing and sales strategies for joint venture technology company supporting music, film, books and small businesses under the umbrella of a publically traded PLC with goals of US expansion
- Imagine, design and execute all lead generation, thought generation and content marketing, digital and web presence, brand creative, public and analyst relations, social media and events.
- Develop key sales materials to support deal progression, garnering client participation on case studies and ensuring all marketing driven revenue opportunities are identified, captured and followed.
- Define long-term organizational strategic goals, builds key customer relationships, identifies business opportunities, negotiates and closes business deals and maintains extensive knowledge of current market conditions.
- Work in a senior sales position within the company with the internal team, marketing staff, and other managers to increase sales opportunities and thereby maximize revenue for their organization. Identify potential new customers, present to them, ultimately convert them into clients, and continue to grow business in the future.
- Manage existing clients and ensure they stay satisfied and positive - call on clients, make presentations on solutions and services that meet or predict their clients' future needs.
- Build organizational system to manage and maximize current resources and determine opportunities for cross selling across the business lines
- Manage the sales cycle from start to finish; prospect and identify relevant contacts, negotiate sales and maintain client relations throughout the entire sales process
- Prepare and present proposals to new and prospective clients conveying proposed strategy, market research, competition, pricing etc. to allow for informed decisions and referrals.
- Hire, train and manage outside sales staff and marketing team
- Create Sales and Marketing plan for division including organizational assignments, process and procedures, marketing materials, staffing requirements and relevant product logistics in line with company's long term goals
- Managed sales and marketing initiatives for PLC's fashion and music magazine, Disorder
- Worked closely with the London team to ultimately expand the business into America
Additional responsibilities as it relates to human resources and hiring new talent for marketing, sales and business development teams

Experience & Qualifications

- 10+ year's experience in outside sales in a fast paced, goal oriented environment; preferably also managing an outside sales staff with deliverables
- 5+ year's experience in client relations and business development
- Strong experience creating and implementing sales and marketing strategies; creating organizational structures and implementing work flow plans
- 4-year University degree in business, economics or related subject
- Excellent presentation skills, skilled relationship developer, possess strong planning and organizational skills and be comfortable dealing with and managing in an extremely fluid, fast paced startup environment
- Proactive, energetic attitude and desire to work in a result oriented and deadline driven environment
- Meet and exceed monthly sales goals and objectives and maximize all revenue growth opportunities
- 5+ years digital or technology start up experience preferred
- Experience managing multiple projects with a sense of urgency, excellent problem solving and analytical skills
- High degree of organizational and project management skills and strong attention to detail
- Self-starter who seeks to take on new projects and additional activities as needed

Application Process

Please send a copy of your CV, and covering letter outlining why you think you will be a suitable fit for this role to careers@milestonegroup.co.uk, adding the job title "Business Development & Client Relations Director" into the subject heading.