

HEAD OF COMMERCIAL – NATIONAL

ABOUT THE AUSTRALIAN TALENT INDEX (ATI)

The Australian Talent Index is an exciting new consumer insight product that leverages the very latest in AI. It has been designed to provide marketers, agencies and media operators a reliable mechanism to measure, rank and compare high profile personalities across a range of consumer attitudes, human emotions with alignment to industry sectors.

The ATI currently has around 300 media, entertainment and sport talent already indexed with a 2022 target of 1,000 individuals.

The overall aim of the index is to provide the Australian media and marketing industry with a reliable, robust and affordable data-driven talent measurement system that is not currently available in other products.

ABOUT YOU & THE ROLE

We are seeking part strategist, part evangelist and part new business developer to help us commercialise this exciting product. You are a motivated professional with a high level of experience in the media / advertising industry and are looking to set path on the next stage of your career

In the Commercial Director role, you will manage and execute on a commercial strategy to ensure revenue growth, client satisfaction, and overall quality of service is maintained and improved,

The responsibilities of this critical role include becoming an expert in The Australian Talent Index product, establishing and cultivating working relationships with key stake holders including client, advertising agencies, production studios, media operators and the research team.

Key Responsibilities

- Develop trusted relationships with decision makers, understand their strategic goals, and develop plans to partner on these goals.
- Lead, manage and grow revenue across existing and new clients to ensure day-to-day/flawless execution, and drive growth and adoption of our data product.
- Meet and exceed monthly, quarterly and yearly revenue targets.
- Work collaboratively with Talent Corp sales force to maximise revenue opportunities.
- Be a spokesperson for the ATI and ensure stakeholders understand the value of our products.
- Effectively communicate results and opportunity to management.
- Advise clients by anticipating future needs and trends.
- Be a critical part of the Talent Corp team and company culture.

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QUALIFICATIONS & SKILLS

10 + years experience in media or advertising sales
Proven track record of agency sales and developing key direct accounts
Extensive media and advertising agency network
Detailed understanding of the media and marketing landscape
Strategic planning and development skills
Consultative/solution selling to senior stakeholders
Prior experience in a start-up environment a plus

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ABOUT US

Talent Corp is a new generation media and marketing agency that actively aligns brands with trusted media and sports talent for use across a range of commercial activities including Radio, TV, Social, Events and more. We believe that credible ambassadors drive trust in a brand, and that trust drives increased consumer confidence to purchase.

Our Culture:

We have five behaviors that make up our "Culture in Action" which describe how we act every day to create a great place to work:

Aim High - We set big goals and work together to achieve them.

Own It - We take personal responsibility for our actions and have a solutions mindset.

Be Your Best Self - We create the environment we need to thrive.

Make a Difference - We look for every opportunity to improve and make a difference.

Celebrate Success - We celebrate both individual and team successes.

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EEO STATEMENT

Talent Corp is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, colour, religion, sex, gender identity, sexual orientation, age, national origin, protected veteran status, disability or any other basis protected by federal, state, or local law.

APPLY

Apply to: Mark Noakes

<https://talentcorp.com.au/careers-ati/> or work@talentcorp.com.au