



## Job Description

<b>Job title:</b>	Sales Manager
<b>Reports to:</b>	Finance Director
<b>Location:</b>	London E1
<b>Hours:</b>	0930-1730 (Standard office hours) flexibility is required when working to deadlines and covering team hours.
<b>Salary:</b>	£28k per annum plus commission and benefits

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**Purpose of job:** Manages sales of organisation wide products and services in respect of defined geographic area, province or country. Ensure consistent, profitable growth in sales revenues through positive planning, deployment and management of sales personnel. Identifies objectives, strategies and action plans to improve short- and long-term sales and earnings.

### Responsibilities:

#### Core Functions:

- Collaborates with Finance, Marketing & Awards in establishing and achieving the most realistic sales goals for the organisation.
- Manages teams assigned geographic sales areas or product lines to maximise sales revenues and meet company objectives.
- Establishes and manages effective programs to compensate, coach, appraise and train sales personnel.

#### Detailed Function:

- Performs sales activities on major accounts and negotiates sales price and discounts in consultation with Finance & Awards
- Manages personnel and develops sales and sales support staff
- Reviews progress of sales roles throughout the company
- Actively involved in accurately forecasting annual, quarterly and monthly revenue streams
- Develops specific plans to ensure revenue growth in all company's products
- Provides weekly & monthly results assessments of sales staff's productivity
- Coordinates proper company resources to ensure efficient and stable sales results
- Supports Finance & Operations to formulate all sales policies, practices and procedures
- Collaborates with Finance & Operations to develop sales strategies to improve market share in all product lines
- Educates sales team by establishing programs/seminars in the areas of new account sales and growth, sales of emerging products and multi-product sales, profitability, improved presentation strategies, competitive strategies, proper use and level of sales support

- Holds regular meetings with sales staff
- Prepare status reports, analysis to product/project owners where necessary
- Work with the Awards & Marketing teams to ensure the sales tone of voice is on brand
- Collate and present feedback from prospective clients where necessary
- Represent D&AD at events wherever necessary

#### **Preferred experience**

- Our ideal candidate must have a minimum of 2 years experience selling in a B2C sales environment. This is a fantastic opportunity for a sales manager with a proven sales background, ideally familiar with Salesforce CRM.

#### **Skills required for the job**

- Minimum of 2 years of related experience or training in advertising sector; or the equivalent combination of
- Experience in line managing temporary teams
- Formal education and experience.
- Experience in working in a sales lead environment
- Experience in managing high value accounts
- Problem-solving and analytical skills to interpret sales performance and market trend information
- Proven ability to motivate and lead the sales team
- Experience in developing sales strategies
- Excellent oral and written communication skills, plus a good working knowledge of Salesforce is preferred
- Ability to work on own initiative and also as a team member
- Ability to work well under pressure and to tight deadlines

D&AD is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.