

New Business Director - UDMS Network

- **Location** Dubai & Abu Dhabi
- **Updated** 19 July 2017
- **Category** Sales & Commercial

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If you're a charming, persuasive senior salesperson who can open a door and will not let it close until the deal is done, then we'd like to hear from you.

UDMS Media Group is looking for a new business director who can take our brilliant proposition and our roster of A-list clients to market and secure a whole bunch more. This job is about results, pure and simple, and the successful candidate will be richly rewarded for delivering them.

About UDMS Media Group

UDMS Media Group we work, over the long term, with blue chip clients as diverse as Volkswagen Group, 5 star hotels, Property, Destinations, Kia and the Sporting events among many others. We use our story-telling skills to build engaged communities for our clients, to help meet their business and marketing objectives. Across all relevant channels: web, social and live. As one of the most creative and dynamic agencies in the business, we provide an end-to-end service from a team passionate about helping our clients be brilliant.

Who should apply and why?

This role suits a highly successful, well connected sales person who has worked at senior level in a media company, agency or client side, with a strong understanding of modern media and has experienced winning new business across digital, print or live media.

You will be generating meetings, communicating HN's service offering, generating and taking briefs, securing our place on pitch lists and leading the response to briefs and tenders.

Working at the heart of the agency, you will be dealing with a wide variety of UDMS staff from marketing, creative and planning, to the digital and account teams as well as working closely at board level. You will also build a network of contacts within the wider UDMS Media Group.

If you feel you could thrive in this role and would like to find out more

Lead generation:

- Identify and generate leads from within target sectors, converting those leads to meetings
- Lead introductory meetings, with the support of the creative, account and digital teams
- Take initial client briefs, and report requirements back to the business
- Lead/assist in developing the responses, potentially including: assembling pitch team, sourcing costs, liaising with management accountants, creating commercial response
- Lead the presentation of Network's response to the client, and any required negotiation to convert the business.
- Create and update sales / creds collateral

Tenders:

- Keep track on all the major content marketing activity
- Build relationships with key clients in good time before contracts expire, and ensure we are in place to get invited to tender
- Review the market on a daily basis for appropriate tenders being released.
- Recommend which tenders to pitch for
- Completing PQQ / RFP / ITT responses with assistance where required
- Pitch process as above, assist in identifying pitch team and lead the pitch

Market Expertise:

- Keep up to date with key sector and general marketing news.
- Attend conferences, get under the skin of sectors, get to know potential key client personnel
- Build relationships within UDMS Network and the wider Group to understand where expertise and opportunity lies
- Communicate market trends at weekly new business meetings and monthly account team meetings

Reporting and research:

- Maintain, distribute and present leads report at weekly meetings
- Oversee forecasting the sales pipeline on a monthly basis
- Manage and report new business expenditure
- Create board reports and other bespoke reports
- Undertake research projects, identifying sectors/clients with potential

Marketing:

- Work closely with the executive and marketing panel to ensure marketing plan is effectively reaching targets
- Add new contacts to marketing database and ensure all existing contacts are accurate
- Develop ideas for marketing activity to increase lead generation with the support of the marketing executive

Essential:

- Goal oriented – focused on achieving and beating revenue targets
- Proven sales experience in selling complex content propositions (digital & print) to clients
- An excellent knowledge of all content channels and formats
- Ability to build a strong network of client direct contacts
- Ability to spot business opportunities and the confidence to successfully engage and influence clients at senior level
- Ability to build strong working relationships with internal teams
- The energy and dynamism to remain fully motivated
- Ability to monitor competitors, market conditions and product development
- Excellent ability to identify client needs and to effectively communicate these internally
- Ability to articulate the strengths of UDMS network and the services we offer
- Strong verbal and written communication, plus excellent numeracy
- Highly personable with excellent presentation skills
- A good working knowledge of basic marketing principles
- Ability to travel extensively across the UAE (and further afield as necessary) on a daily, weekly basis

Desirable:

- Excellent knowledge/understanding of content marketing market place
- Full driving licence