

# Associate Director

## COMPETITIVE SALARY

+ 25 days' holiday, healthcare, dental, pension, staff discount scheme

### About you

You are the MD for your team, plus two major accounts and manage your client and resource portfolio accordingly. You're a natural leader, salesperson and marketer, with team and client satisfaction at the heart of everything you do.

### The role

The buck stops with you. From the client's perspective this means you're the one directing their thinking on how best to achieve their objectives this year. Internally, you own the revenue target for the client and the strategy behind achieving plan. You can clearly bring this vision to life to the client and get your team behind you in delivering it.

### Skills and responsibilities

#### Leadership:

- Managing people will be natural for you. You will be able to inspire confidence within your team and foster high levels of team morale
- There are clearly defined roles within your team and everyone knows what is expected of them and thus work effectively as a unit
- Doing brilliant marketing for our clients is at the heart of all the team does

#### Client focus:

- Provide high-quality marketing consultancy and leadership that drives our client stakeholders' success; clients want to spend time with you and value your opinion
- Have exceptional relationships with senior-level contacts within your clients
- Be confident in proposing new ideas and leading our clients' thinking
- Create a client development framework, which is shared with department heads, signed off by the MD and shared with the client
- You strive to position TMP as a partner and natural go-to choice for clients

#### Sales:

- Implement Miller Heiman conceptual selling methodology directly and with colleagues involved in sales situations
- Have the ability to spot opportunities with your clients and foster relevant relationships where required
- Secure position as preferred B2B partner for client for core product/solution areas
- Key client decision-makers mapped in sales plans and met every month across all clients and prospects

#### Commercials:

- Meet individual client sales targets, as per the company financial plan
- 100% weighted pipeline coverage, 25% in advance
- Sales forecasts accurate, two months in advance, to +/- 10%
- Negotiate relevant contracts and commercial managements with clients to ensure the relationship is win-win. We are proving the value of the work we do with our clients to them on a regular basis, while also making a profit



#### Behaviour:

- Open, honest and a natural listener
- Great at handling objections and thinking proactively on the spot
- Natural marketing Sherpa – putting the client and their objectives first
- Leadership – ability to inspire, engage and bring others with you

#### Experience

- 10 years, plus previous agency/client-side experience
- Experience of meeting challenges presented by B2B marketing with complex sales cycle/propositions

#### Education

- Degree

#### About The Marketing Practice

The Marketing Practice was founded in 2002 to fulfil a vision of a marketing agency that is “fanatical about sales-focused marketing that delivers tangible sales results”.

As a company, we are leading the development of B2B marketing. Our clients are relying increasingly heavily on our knowledge, ideas and delivery. Our clients are among the most experienced and sophisticated marketers in the IT and Services industries. They look to us to deliver integrated marketing programmes that really make a difference to their business results (often changing the way that marketing is delivered and perceived).

#### Company benefits

- A unique and inspiring working environment
- 25 days' holiday
- Healthcare
- Dental cover
- Life assurance
- Pension scheme
- Learning grants
- Onsite parking
- Employee discount
- Free breakfast, lunch and fruit items provided
- Summer ball
- Company days away (previously Bluestone Park in Wales and Marbella in Spain – twice!)
- Social committee – previously we have had a fish & chip van on St George's Day, bowling and laser quest nights, free ice cream on the first hot day of the year, lunchtime picnics/barbecues and more!
- 'Let's celebrate the week' – every Friday we finish half an hour early to have a drink in the office with our colleagues to finish the week with a smile
- Sports clubs – cricket, rounders and football

**For more information or to apply for this role:**

**Contact talent acquisition at [careers@themarketingpractice.com](mailto:careers@themarketingpractice.com)**

 @TMPtweets

 The Marketing Practice

