

POLARIS

1 Year Fast Track Programme | Trainee Head of Sales | London, UK

POLARIS is an award winning digital marketing agency servicing both FTSE250 and SME clients, globally. Our clients include Thomson Reuters, Mars, Reed Learning, and Make a Wish. We are a hard working, results driven team and we are currently looking for a tenacious self starter to join us on a fast track development programme as our Head of Sales. This is a key hire for the business in 2018, with **full training** provided to the right candidate.

Year 1 Programme Overview

Initially the successful candidate will join us as New Business Executive and sit within the sales team, shadowing the MD and existing Sales Executive, learning agency processes and services across SEO, PPC, and Email marketing. By 6 months, it is expected that the trainee will be driving business from their own pipeline and therefore be promoted to Sales Manager, managing their own client list and continuing to drive new business whilst undertaking training for the Management position. Upon successful completion of the 1 year fast track programme, the candidate will be rewarded with a new package, Head of Sales status, and 1-2 New Business Executive's to manage as a part of the role.

Responsibilities of the Role

The Trainee Head of Sales will be the primary person responsible for acquisition of new business for the agency across SEO, PPC, Email, and Web. Initially starting out by developing your own pipeline and winning new business, you will report into the Managing Director, supporting him on Brand pitches whilst operating in the SME Market. Day to day responsibilities will include:

- Supporting Managing Director to research & pitch Global Brands with turnover of +10m p/a
- Researching & Identifying SME Business' with a turnover from 500k - 2m per annum
- Conducting prospect, industry and marketing research
- Building a pipeline of prospects to target through outbound activity
- Create relationships with Business Owners & Entrepreneurs and pitch them Digital solutions across SEO, PPC, Email, UX, Web
- Devising marketing strategies to target and attract business owners through Email marketing, content marketing, and other forms of digital marketing
- Developing the agency's marketing strategy to increase inbound leads coming in from SME businesses
- Attend Events on a regular basis to network and harvest contacts
- Calculate monthly budgets and negotiate with prospects
- Create proposals to present via web and face to face conferences
- Opening up prospects, and closing and winning business
- Looking into opportunities for international business, as the agency moves into European markets
- Work with the MD and Search team to market the agency into new sectors, and markets across Europe, particularly France and Germany.

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Candidate Requirements

- Min 2 years experience in a business development, outbound sales role
- Proven track record of exceeding sales targets and creating long lasting relationships with SME Business owners (existing contact database desirable)
- Graduate with 2.1 or above in marketing or related degree
- Strong desire to progress in a digital leadership role
- Excellent communication skills both written, oral, and face to face
- Excellent use of the English language, being articulate and precise in verbal communications at all time
- Presentable and articulate, able to chair a meeting with confidence
- Excellent Microsoft office skills including powerpoint & excel
- Strong networker, able to easily build rapport and dialogue with strangers in a room
- Highly analytical, able to work with data comfortably in a variety of formats
- Good understanding of SEO and on and off page optimisation

Training and Development

With this being a key role in the development of the agency, we will be providing full training as a part of a 1 year fast track management programme. This will include Q1 | digital marketing Inc.

- SEO (Primary discipline)
- PPC
- Google Analytics
- Email
- Conversion Rate Optimisation / UX
- Digital Strategy

Q2 | communication skills

Q3 | project management

Q4 | people management

Remuneration and Rewards

Competitive basic plus commission – Year 1 OTE 35-45k

- 25 days holiday
- 1k towards external training
- 1 day per month personal development time
- birthdays off
- inclusion in annual profit share
- beer and pizza Fridays
- company team nights out

Role Start: Immediate.

To apply, please send your CV and Covering letter to jobs@polarisagency.co.uk.