

Business Development Director (APAC)

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Company: Talon Outdoor

Location: Malaysia

Category: other-general

Based in either Australia, Singapore or Malaysia. Reporting to the Managing Director (APAC), the role of a Business Development Director (APAC) owns and develops their new business pipeline, uncovers new clients and business opportunities for Talon APAC and the wider business. This role is focused on new business and is a key sales role that is supported by the business to deliver best in class out of home campaigns for clients around the world. The role of a Business Development Director requires a proactive and strategic mindset both to help develop new opportunities and strategically plan and execute successful plans for long term business growth. A strong aptitude for developing positive relationships with the industry, media and clients is essential and at the core of Talon's DNA.

WHAT WE'RE LOOKING FOR_

Lead Strategic planning and execution of your new business development plan and pipeline

Lead the day to day planning, execution and management of your new business opportunities

Work and collaborate closely with the Managing Director (APAC) on pitches, presentations and proactive new business engagements.

Work with Managing Director (Singapore) to set individual client KPIs and ensure they are met.

Work with Managing Director (APAC) to provide accurate client forecasts ensuring they are kept up to date with key changes to forecasted business.

Develop and manage the Talon relationship with your client agencies, clients and media

owners

Oversight of Client requirements to ensure they are effectively serviced and are proactively contributing to growing client and agency business

Oversight of general client servicing / charters in collaboration with the Campaign Manager (APAC)

Resolve client/campaign issues as and when they arise to quickly resolve to best outcomes.

Ensure utilisation of in-house systems on a regular basis ensuring they are kept up to date with all the latest planning information and campaign status

Work with Talon planning schematic, proposals, buying reviews/PCAs, site tour documents.

Comply with all company and departmental policies and procedures.

Understand Talon philosophy and SBU's offerings and communicate them appropriately.

Champion sustainability and advocate positive social and environmental impact within your team.

Role model the Talon values and behaviours ensure the best possible culture and tone within Talon.

WORKING HABITS AND CORE SKILLS_

Proactive, confident and driven

Sales and business development

Client-centric client management

Connected and experienced in business development within APAC

Strategic planning and pipeline management

Commercially adept and deep knowledge of negotiation and conversion

OOH/DOOH, programmatic knowledge including planning fundamentals

Aptitude for mastering in-house and third party systems for media planning, booking and

reporting

Strong written, verbal and presentation skills

Microsoft Office, Powerpoint & Excel skills

YOUR EXPERIENCE AND QUALIFICATIONS_

10+ years experience in APAC OOH business development

10+ years experience in successful budget and KPI achievement

10+ years experience in first class relationship management skills with strong client referrals

Strong contacts list and referral network across the APAC region

Strong reputation for positive client and team relationships

Demonstrated ability to communicate across all levels of a business both internally and externally

Demonstrable deep understanding of the media and OOH/DOOH industry within APAC

OUR TEAM_

Talon is a truly international agency and the Talon Singapore office was established in 2022 as part of our global expansion into Asia Pacific. Thanks to all our different backgrounds we provide a truly holistic approach to international OOH, something that makes us unique as a company. The team works hard, but we also make sure to have fun and support each other. Because we are international, we manage a great pool of clients and manage campaigns in different part of the world.

Examples of our most prominent campaigns and clients include: Chanel, Johnnie Walker, Bacardi, Peroni, Disney, Warner Bros, Pepsi, Ferrero among others.

WHY US_

“The best thing about working at Talon is the space, time and expertise I’ve been given over the years to grow and develop my skills.” Client Manager at Talon

OUR VALUES AND HOW WE WORK TOGETHER_

WE ARE BOLD_

As industry provocateurs and pioneers, we respectfully challenge the status quo, take pride in our people, big ideas and partnerships.

We embrace change

We challenge respectfully

We lead the way

WE ARE HUMAN_

We are a diverse collective of changemakers who value respect, fairness, and integrity and expect the same in return.

We value collaboration and togetherness

We are empathetic

We embrace individuality

WE ARE SMART_

Our trailblazing spirit and learning centric culture ensures our knowledge provides maximum value to each other and our clients.

We grow and learn

We are trusted

We are mission possible

Talon is an equal opportunities employer. We celebrate diversity and are committed to creating an inclusive environment where all individuals can thrive. We seek to employ and develop a workforce representative of the markets that we serve.

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