

Role Profile

Job Title : **Sales and Marketing Manager – Agencies and Brands**
Department : **Sales and Marketing**
Band : **3**

Function of the role:

Aardman Sales and Marketing division looks to inspire the studio's current and potential new clients and global audience to engage with our studio, our IP and our latest ideas and talent.

It spearheads the financing, distribution and brand development across Aardman's portfolio of brands; alongside the selling and marketing of creative services, delivering commercials, short films and interactive projects for 3rd party clients.

This role is responsible for the ongoing business development for Aardman's creative services and marketing promotions activity. Working with best in class director talent, producers, brand managers and studio resources to create revenue generating opportunities through work for hire and brand licensing activity. The post holder will also be responsible for attending regular internal sales and marketing meetings and managing to company's presence at relevant trade shows and conferences.

Sales and Marketing Manager - agencies and brands:

Responsibilities.

- Work with the marketing and publicity teams to develop and implement an annual marketing and communications plan for Aardman creative services business in line with company objectives.
- Build a CRM programme to ensure our target client base is informed on wider studio developments and our latest work. Find creative ways to tailor the output to make relevant to the audience.
- Coordinate with the wider marketing and publicity teams to communicate with our target client base across all medium, including direct mail, social and industry press.
- Build and manage relationships with creative agencies (CDs and producers) and brand and promotional clients to proactively pursue new opportunities, create opportunities to pitch and ensure Aardman remain front of mind for future work.
- Identify and pursue opportunities to offer creative services outside of the traditional agency and brand network. Work closely with the wider sales, marketing and business development teams to develop opportunities to create bespoke content and services.
- Provide client facing brand and campaign management support for IP created through the creative services offer, including approving marketing collateral and consumer facing activity.
- Work closely with sales team, agents and the wider sales network to ensure they remain appraised of the studio offer and have the tools they need to represent the business effectively.
- Produce sales reports and other management information to monitor current performance and to inform ongoing development of sales activities. Present internally as required.
- Working alongside Social Media (B2B) and Publicity Co-ordinator to define website content strategy and B2B social media plan, informed by Aardman's overall corporate PR objectives

- Represent Aardman at key trade shows and conferences

Person Specification

- Minimum of 5 years experiences in a sales or marketing role in the B2B services or advertising industry (agency or client side).
- A deep understanding of the creative and production process.
- A confident, friendly communicator with the ability to develop strong commercial relationships.
- Am entrepreneurial self-starter with the ability to manage multiple projects across a variety of disciplines and market sectors.
- A good grasp of new technology and interest in the changing trends within the marketing and advertising industry.
- Good presentation and written and verbal communication skills.
- Strong, demonstrable proficiency in MS Office applications including PowerPoint, Word and Excel
- Experience in managing CRM activity.

Responsible to: Commercial Director

Specific Functional Contacts:

Internal: EP interactive, EP short form and commercials, marketing director, brand managers, publicity, wider business development teams.

External: clients, creative agencies, brands, marketing agencies, sales networks, industry bodies, partner studios.