

Sales Director - Digital Transformation

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Company: Storyteq

Location: United Kingdom

Category: other-general

We are seeking an experienced Sales Director - Digital Transformation to take on an exciting new challenge within our Digital Engineering department here at Storyteq.

As a Sales Director, you will play a crucial role in driving revenue and growth within our digital transformation solutions. This opportunity is first and foremost a Sales role, where the successful candidate can demonstrate securing high value contracts.

Your primary focus will be on identifying and engaging with enterprise clients who are seeking to transform their marketing operations and embrace cutting-edge technologies. You will work closely with C-level executives and marketing leaders, providing strategic insights and solutions to help them achieve their digital transformation goals.

This is an ideal opportunity for someone who is comfortable operating at IC level, who is looking to take the next step up in their career into a more senior level appointment.

Key Responsibilities:

Develop and execute strategies to identify and engage with enterprise clients who are seeking digital transformation solutions.

Build and maintain relationships with key decision-makers at target accounts, understanding their needs and presenting our digital transformation solutions effectively.

Collaborate with internal teams to align sales efforts with the client's overall digital transformation strategy.

Originate, shape, and transact large and complex sales opportunities, aligning Storyteq's value proposition to the strategic ambitions of clients.

Manage sales across the full opportunity cycle, including origination, creating value propositions, and submitting proposals, shaping client pitches, leading negotiations, and closing opportunities.

Own, develop, and manage relationships with key buyers and decision makers at new clients.

Commercial shaping of large and complex opportunities. Analyse and understand the client's financial position and key priorities to determine key commercial terms and pricing structure.

Lead the planning and execution of client pitches.

Articulate compelling value propositions through independently writing executive summaries which emphasise and evidence Storyteq's differentiation.

Provide strategic insights and recommendations to clients, helping them navigate their digital transformation journey.

Negotiate and close sales contracts, ensuring mutually beneficial terms and long-term partnerships.

Stay up-to-date with industry trends and competitive landscape, identifying opportunities and positioning our solutions effectively.

Report on sales metrics and provide regular updates to senior management.

Requirements

Proven experience as a Sales Director or similar role, with a strong track record of driving revenue growth in the digital transformation or marketing technology space.

In-depth knowledge of digital transformation trends and strategies, marcomms or marketing technology.

Excellent communication, negotiation, and presentation skills.

Strong relationship-building skills and the ability to engage effectively with C-level executives and marketing leaders.

Results-oriented mindset with a strong focus on achieving targets and delivering high-quality solutions to clients.

Proactive and entrepreneurial mindset, with the ability to thrive in a fast-paced, dynamic environment.

NB: This opportunity can be offered on a remote basis within the UK, with travel to our Birmingham and London offices. Applicants will also be happy to travel to client sites as and when required.

Benefits

On top of a competitive salary, you can expect a whole load of perks:

25 days' holiday + bank holidays – we understand the importance of you getting some down time.

Annual Wellbeing Day – enjoy an additional day on us to look after your physical and mental wellbeing.

Pension Scheme – helping you save towards your retirement home in the sun!

Corporate Medical Cash Plan – claim back the cost of your medical treatments.

So many savings – through our online community platform, you can access dozens of daily deals, from money off top brands to discounts on days out.

Employee Assistance Programme – our people are at the heart of everything we do, so if you're happy, we're happy.

Cycle to Work Scheme – save on the cost of biking to work.

Monthly Employee Awards - Employee of the Month programme with £250 bonus

Raising money for charity including a paid Volunteer Day – we're all about giving back... and having lots of fun in the process!

Referral scheme – know the perfect person to join the team? You could bag £1,500 for a putting a good word in.

Wellbeing Programme – giving you the opportunity to join regular, interactive Wellbeing Workshops or join our 30 plus Wellbeing Champions.

Enhanced Family Friendly Leave – support for you and your family to help you navigate through the craziness of family life.

We Value Diversity!

We champion and welcome diversity in our workforce and ensure all job applicants receive equal and fair treatment, regardless of age, race, gender or gender identity, religion, sexual orientation, disability, or nationality.

We are not only committed to increasing the visibility and recognition of talent from under-represented groups within our organisation, but the wider industry too.

At the end of the day, we make sure we take time to look after ourselves, each other, and the planet, because we're always stronger together.

ITG have a number of community groups (ERGs) available to employees which offer a safe space for like-minded colleagues, with shared interests to connect, socialise and check in with each other. These include Black ITGers Together, LGBTQ+ Together, Mens Health Together, Muslims Together, Neurodiversity Together, Working Parents and Carers Together and Women In Tech Together.

#LI-AM1

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