

BUSINESS DIRECTOR – MARKETER SERVICES

Acceleration provides unrivalled digital marketing consulting, outsourcing and technology services to clients around the world. We have more than a decade of experience creating client focussed solutions that optimise Software as a Service marketing technologies, automate complex processes, harmonize technology and maximize our clients' return on digital investments.

With key offices in London and New York, Acceleration employs expert teams throughout North America, South America, Europe, the Middle East and Africa, and maintains strategic partnerships with industry leaders including Omniture, Google, DoubleClick, Exact Target and Epsilon.

We aren't your typical company. We do things that haven't been done before, and our employees are some of the best in the world when it comes to maximising client return on digital marketing investments.

Our business is focussed on two core audience segments – Publishers and Marketers, and we are looking to add another top performer to our stable. We require a Business Director in London to take control of, and grow the Marketer business segment. We currently service some top tier marketer clients providing a mix of consulting and technology services, and are looking to build revenue from this segment.

This is an opportunity for a self-starter with a keen business mind and a healthy dose of entrepreneurial spirit to join our team. Taking control of UK customer revenue, you will build strong relationships and develop new opportunities within the marketer segment. It's an incredible opportunity for the right individual.

More than anything, we are looking for an individual with the right attitude.

Required Attributes:

- ▣ Self starter with a positive disposition and a pro-active nature
- ▣ A strong problem solver, with a “can do” attitude
- ▣ A strategic thinker who can plan and prioritise
- ▣ Commercially astute with a nose for a revenue opportunity
- ▣ A willingness to be highly operational when required
- ▣ A willingness and hunger to learn



Required skills

- ▣ A strong formal education – (Business Science or similar – an MBA a plus)
- ▣ Solid direct marketing experience in a respected direct marketing environment (most likely an Agency)
- ▣ Solid online experience a pre-requisite
- ▣ Experience across a variety of vertical markets
- ▣ Proven ability to manage and grow clients via consultative selling

Responsibilities

Reporting to the European Managing Director, you will be responsible for:

- ▣ Driving revenue in the segment leveraging available resources
- ▣ Working closely with our head of Business Development for Marketer Solutions to deliver new revenue opportunities
- ▣ Developing strong working relationships with the Marketer client base
- ▣ Ensure efficient day to day operational requirements of the portfolio of clients are delivered through Product Teams.
- ▣ Identifying and maximising revenue opportunities with existing clients
- ▣ Budgeting and Forecasting
- ▣ Aspects of Marketing
- ▣ Managing the P&L for the segment, and ensuring profitability

Benefits:

- ▣ Market related salary
- ▣ Performance based incentive
- ▣ Home broadband

Please email us if you are interested in becoming 'Business Director - Marketer Services'