

## Job Title Head of Sales, Orchard Clips

**Salary** Dependent on experience

**Location** London, UK

### **Core**

- Responsible for delivering sales revenues for Orchard Clips on a global basis
- Identify and manage clip sales opportunities, with a focus on identified key territories and clients
- Identify clients as 'Gold, Silver and Bronze' opportunities, segmenting across territories and managing time accordingly
- Develop incentivised pricing for 'Gold' customers
- Develop sales presentations and proposals which can be used as templates for multiple prospects
- Pro-actively identify sales prospects across the globe, and present sales plans to key stakeholders
- Account manage our 'Gold' customers, ensuring Orchard Clips content is 'front of mind' when they are making licensing decisions
- Be the business leader where required at identified trade / networking events
- Identify third party content for purchase / license to augment existing Orchard Clips material
- Manage the Sales & Partnerships Assistant, ensuring that they are fully focused on deliverables
- Prepare required reports on a weekly / monthly / quarterly basis as required for presentation to the Head of Orchard Clips and senior management
- Work with the Head of Orchard Clips in the management and partnering of our business technology partner (currently Veritone)
- Always champion OR Media's content to internal production teams and promote the library as the first source for internal usage
- Identify and explore new avenues for licensing and usage of clips from the library

### **Marketing**

- Work with 3rd party partners to ensure that Orchard Clips is visible within the footage library industry
- Develop a marketing plan / timetable to complement the sales effort
- Research and shortlist a raft of suitable marketing suppliers
- Research and shortlist a raft of PR agencies
- Develop Orchard Clips' social media presence with useful, timely and appropriate content

### **Communication**

- Portray oneself internally as a leader inspiring colleagues and promoting footage throughout the business
- Handle challenging client and staff discussions in order to achieve the best possible outcome for OR Media
- Act as a skilled negotiator on all sales opportunities
- Work with trade customers and OR Media production teams to research, find and present material for their specific needs.

Apply by sending your CV and a cover letter to [sales@orchardclips.com](mailto:sales@orchardclips.com) by Sunday, 29 January 2022.