

## J O B   D E S C R I P T I O N



**Job Title:** UK Sales Manager, Interactive Content  
**Location:** London  
**Reporting to:** VP Sales and Business Development  
**Salary:** Competitive and dependant on experience (including bonus)

### **Purpose of role:**

To identify, qualify and close opportunities for new business for mirada's UK Broadcast and Gaming activities and to ensure that business opportunities with existing clients are maximised against set targets and objectives.

This is a new position and has potential for growth beyond the UK market as mirada is expanding its customer base within Europe. Should the candidate be successful, he/she will be given the opportunity to run the sales leads and accounts manage mirada's UK customers.

### **Key Duties and Responsibilities:**

- Responsible for mirada UK accounts (Broadcasters, Production Companies, Cable and IPTV Operators)
- In charge of business development in the market (UK, Ireland): TV programs with multi-platform interactivity and gambling related formats
- Looking after the sales of mirada's video-rich on-line gambling suite to gambling WEB platforms
- Initiate partnership with Production companies and contribute towards defining the strategy of mirada for Broadcasters
- Long term view to analyse and develop export opportunities
- Working closely with the product development team to identify new products and competitive advantage for the business
- Manage contractual negotiations with existing and new customers (with support of legal department).
- Responsible for generating business cases (cost vs price) along with the Pre-Sales team for each new opportunity.

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- Presenting revenue forecast streams for operating region and client base.
- Will report to the Vice President of Sales and work very closely with Broadcasters Business Unit Directors (based in Madrid) and Gambling Business Unit Director (based in London)

### **Candidate Profile:**

- Someone with strong and demonstrative experience in business development and selling into UK Broadcasters (tier 1 and 2) and/or UK Production companies.
- Must have a sound technical understanding of the process involved in developing games for broadcast on television.
- Experience in TV games (or gaming) would be ideal.
- Creative thinker and motivated individual with a service-oriented personality and strong sense of adaptation.
- The candidate should have a strong contacts list within the UK TV industry
- Ability to quickly understand customer needs, identify sales opportunities and someone who is comfortable managing numbers, contracts and forecasts.
- Ability to demonstrate strategic business development and analytical capability.
- Works well under own initiative in a fast moving environment.
- Builds effective relationships with customers and colleagues.
- Shows excellent attention to detail, produces a consistently high standard of work.
- Optimistic outlook, with determination and resilience to overcome challenges.
- Power point, word and excel skills required