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Mediascape's journey began in December 2003 when, Angus Knight and Shona Knight decided to create their own business. They believed there was a place in the market for an expert, professional audio-visual supplier that worked in partnership with their customers to design the very best systems to fit their needs; they were right. Working with two former colleagues and operating out of portacabins, Angus and Shona strove to build a different kind of business. The Mediascape brand was soon synonymous with excellent service and very quickly the team built up an enviable client list that included universities, private firms, and historic buildings. The company rapidly outgrew their temporary accommodation, moving to their current offices in Port Dundas in 2006.

By 2017 the company had grown significantly in terms of revenue, client base, profit and headcount. It was at this time that Angus and Shona began to look at long-term succession plans. As a profitable business, there was no shortage of interested parties should they have chosen to sell to a trade buyer, but this wasn't an option they considered seriously. A sale to another company may have resulted in relocation and potential dilution of the company's commitment to innovation and excellent customer service. The Knights wanted to identify a succession solution that acknowledged the contribution their employees had made to the firm's success and would ensure the headquarters remained in Glasgow, contributing to the Scottish economy. It was with these factors in mind that they decided to sell a majority of their shareholding to an Employee Ownership Trust.

In 2018, Mediascape became an employee-owned company. Angus and Shona remained at the helm ensuring a smooth and thorough handover. With the backing of a superb management and support team and exceedingly capable engineers, every single member of the Mediascape family now has a stake in the company. Mediascape is looking forward to a very bright future.

Their customers can be sure that everyone in the company is personally invested in the future of their business and building its client relationships. Mediascape has always put their customers first and now that the team are all owners, they have even more reason to make sure that their customers receive the best advice, get top-quality products suitable for their needs and an exceptional service. It's what Mediascape do best!





**Job Title:** Sales Director  
**Office Location:** Glasgow  
**Reports to:** Managing Director

The newly created role of Sales Director is needed to manage and oversee the sales strategy, CRM development, and sales processes and operations across Mediascape. The successful applicant will be responsible for designing plans to meet targets, breaking new markets and geographies, developing key relationships with customers, evaluating costs for selling products and services and managing and very importantly, developing the team. This is a Board appointment and a crucial hire for the business as it moves into its next chapter of growth.

## Key Priorities:

- Continue to develop and nurture the positive working culture at Mediascape
- Further develop and take the lead in the sales strategy to allow for further business growth
- Design and implement effective lean processes to professionalise the business further
- Proactively look at different geographies and market segments for growth opportunities
- Create deep and meaningful relationships within target industries
- Further commercialise the current customer portfolio and evolve the process of engagement with current and future customers
- Take accountability for validation and improvement of the existing CRM processes
- Engage across the business ensuring clear and concise communication between functions
- Inspire and develop the sales team





## Key Responsibilities:

### Market Awareness & Business Development:

- Keep up-to-date with industry trends, technology advancements, and market dynamics
- Identify potential partnerships or alliances to expand market reach
- Utilise data to identify market segments and target opportunities effectively
- Build and nurture a professional network within the audio-visual industry
- Leverage industry connections for business development opportunities

### Sales Strategy and Planning:

- Develop and execute an effective sales strategy that aligns with the company's goals and objectives
- Lay the groundwork for future business growth through effective sales planning and execution
- Adapt the sales strategy to changing market conditions and identify through market research and analysis of opportunities and threats
- Create and set clear sales targets and performance metrics
- Leverage CRM data for strategic decision-making and identifying sales trends
- Incorporate CRM systems for lead generation, lead management, sales forecasting, and pipeline analysis

### Commercialisation & Process Improvements:

- Proactively engage with other industries to broaden the business' portfolio
- Further commercialise current product and service agreements and offerings
- Create persuasive sales presentations and proposals
- Develop a robust bidding process to cater for large tendering processes
- Implement strategies to engage clients at an earlier stage in their journey
- Streamline processes to create smoother interactions with clients from the initial stages
- Foster clear and concise communication between different departments within the organisation
- Ensure information flows seamlessly across various functions

### Customer Relationship Management:

- Develop a long-term strategy to build and maintain strong customer relationships
- Lead a customer-centric approach to identify client needs and provide tailored solutions
- Ability to handle complex negotiations and resolve customer issues effectively
- Establish an active listening culture to ensure we understand customer requirements
- Utilise the CRM system to track customer interactions, preferences, and history for personalised service



## **Team Leadership and Development:**

- Encourage employee ownership
- Foster collaboration through effective CRM strategy
- Recruit, train, and develop sales team to ensure goals are constantly achieved
- Implement performance management and coaching processes to enhance team performance

## **Reporting, Data Analysis & Project Management**

- Accountable for financial forecasting, budget management, pricing strategies and profitability analysis
- Monitor and report on sales performance and financial metrics
- Utilise CRM analytics to assess the cost-effectiveness of sales strategies and customer acquisition
- Use data analytics tools to derive insights and make informed decisions
- Maximize reporting capabilities for data-driven decision-making and implement regular reporting processes on sales performance and recommendations for improvements
- Project manage the execution of integration projects, ensuring they are delivered on time and are appropriately resourced
- Incorporate processes and systems for project tracking, client communication, and post-project feedback
- Ensure compliance with relevant laws and regulations



## Key Candidate Requirements:

- Ambitious individual ideally holding a senior-level role and has a demonstrable track record of growing profitability, ideally demonstrating geographic and client growth
- Proven sales director with the ability to drive the sales process from inception to close
- Ability to communicate, present and influence all levels of the organisation, including direct reports and Director level stakeholders
- Demonstrable track record and experience in new market strategies, client acquisition and diversification and general scaling of a business to achieve business objectives
- Experienced in meeting or exceeding targets, proven sales pipeline creation, relationship building and closing experience
- Ability to establish the appropriate infrastructure including processes and systems to allow for effective / synergised sales and marketing to ensure long-term growth opportunities
- Experienced in establishing a sales culture, and inspiring and motivating resources to hit objectives
- Ability to take the next generation on a journey, helping them to develop their capabilities
- Excellent listening, negotiation, presentation, verbal, and written communication skills

## Preferred Requirements:

- Previous experience within a transferable field
- Skill in adapting the sales strategy to changing market conditions
- Previous experience in CRM improvements and implementing a strategy to improve processes

## Key Attributes and Behaviours:

- Innovative and strategic thinker
- Strong leadership skills to inspire and motivate
- Commercially astute
- Intelligent and naturally curious
- Results oriented
- Driven and proactive with solutions
- Exceptional stakeholder engagement
- Brilliant communicator
- Motivational to those around them
- Adaptable to new environments
- Sleeves-rolled up and can do attitude
- Resilient, unphased and thrives under pressure



## Remuneration:

Attractive package commensurate with background and experience required for the role. For more information on remuneration please contact Sophie Randles, Director at Livingston James.

## Recruitment Process:

The recruitment process is being handled by our retained advisor, Sophie Randles of Livingston James.

Sophie Randles will conduct the first stage interviews prior to discussing candidates with Mediascape at the shortlist meeting.

Interested candidates should provide a tailored CV and cover letter, outlining their suitability and motivation for applying to [sophierandles@livingstonjames.com](mailto:sophierandles@livingstonjames.com)

## Contact Information:



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