

The Connection Team - Connector (*Remote/Virtual*)

Your currency is connection. Your highest valued asset is your network and business card collection, which includes top C-level executives, industry thought leaders, and local service providers... because you just never know when one can help the other and you always want to “know a guy.” You have never missed an opportunity to find your next professional relationship in the checkout line at the grocery store or next to you on a flight back from vacation. You fiercely believe that problem solving and solution building is only limited to the people and experts you know, so you make it a point to know EVERYONE.

Oftentimes your friends, co-workers, and clients comment that you are a person who pushes the status quo sometimes to the point that it is uncomfortable, always asks “why” (maybe too much), and has an innate ability to masterfully navigate difficult situations or personalities. Recommendations, endorsements, and accommodations you’ve received describe in detail your gifts of collaboration, resourcefulness, inquisitiveness, and comprehension of new concepts.

You’ve found yourself with a career in marketing because you get SO JAZZED when you talk about topics like employing an analytical approach to a media strategy, A/B testing of go-to-market messaging, the importance of measuring brand equity, and how mar-tech platforms help to bridge art with science for improved ROI. Sometimes, you just can’t stop yourself from sharing your favorite new brand or product you’ve seen with everyone in your contact list. Secretly, you evaluate the call to action messages of advertising on your favorite social media platform. Shark Tank might be your favorite tv show, or at least in the top 3. You definitely don’t consider yourself an expert, but subscribe to being a lifelong learner and observer of best business practices, industry trends, and marketing strategies.

You’ve probably also found yourself in some kind of biz dev or sales role in the past, mainly because that’s where money motivated but highly curious people end up. But you don’t consider yourself a sales person, more so a developer of strategic relationships. You don’t like to persuade or use slick sales tactics to get a signature on a contract. You listen to understand deeply and, only then, work collectively with your customers and team to build a solution to fit their specific goals and KPIs. You deal only in win-win-win relationships.

Medium Giant, a marketing consultancy with strengths in intelligence-driven, technology-enabled strategy, creative, and media services, is growing our Connection Team. This team focuses on identification of ideal potential customers, engages in proactive outreach, and facilitates client discovery with an in-depth needs assessment. We work in tandem with our operational team to develop custom recommendations, presentation of solutions, creation of clear statements of work, and help in the transition to executing engagements and projects.

Our Connectors go beyond the traditional role of “account executive” or “sales.” We exist to connect our potential partner’s challenges to a team of experts that will guide insights, strategy, and execution to deliver results that meet

business objectives and priorities. Successful Connection Team members get excited about brainstorming industries/companies that can benefit from our services, urgently reach out to decision makers in these areas, easily identify where we may have an opportunity to earn business, can masterfully navigate engagement with our SMEs, and enjoy building custom recommendations. The top earners on our team dedicate themselves to working their process and actively use our CRM tool to increase their efficiency and effectiveness. Because, hey, work smarter not harder.... am i right?!?!

If you read through all of this AND now feel a tingling of purpose at the thought of joining our team, we can't wait to CONNECT with you.

Just a bit more about what you would be getting yourself into...

First and foremost, The Connection Team is the growth engine for Medium Giant. We are responsible for new business development and revenue generation, however we value quality of client fit above all else. We approach our role with curiosity and the intention of building strong, long term relationships. We feel our priority is to establish trust in our account teams and set realistic expectations of our partnership. The day to day behaviors and essential functions required to be successful are:

- *Ability to articulate the full solution suite of products, platforms, and services.*
- *Utilizes resources to research and intentionally create outreach strategies.*
- *Prospecting activities to identify and outreach to our ideal customer profiles and industry verticals.*
- *Engage in exploration conversations with prospects, to qualify them further as potential customers with early identification of areas of opportunity.*
- *Guide customers through a discovery process, where we orchestrate conversations as needed with our subject matter experts based on business objectives and partner requirements.*
- *Collaborate with internal team members on building custom recommendations and directing the presentation of the solution.*
- *Manage the creation of the statement of work and the negotiation process during our contracting phase.*
- *Participate in a smooth transition and on-boarding process with our account teams.*
- *Deliver customer experience feedback to marketing and product teams to help improve and generate more impactful materials and collateral.*
- *Uses Salesforce relentlessly to memorialize sales activity, notes on conversations, opportunity advancement and pipeline management.*

Mindset and interpersonal skills needed to excel in this role:

- Entrepreneurial and futurist thinking.
- Distinctive people skills. Able to work effectively in a highly matrixed organization.

- Excellent verbal and written communication skills; demonstrated ability to translate and present complicated ideas in a simple and easy to understand yet inspirational /creative style.
- Strong quantitative and analytical skills with the ability to detect and translate a story behind numbers/data.
- Excels with autonomy, but proactively communicates with leadership.
- Seeks out constructive feedback from leaders and peers, to help achieve personal and professional growth goals.
- Commitment to continued education, learning and execution of modern business development best practices, marketing trends, and business insights.

Metrics of success for this role:

- Achieving monthly and quarterly new business revenue targets.
- Meeting quarterly product focused activity goals.
- Accurate reporting on sales activity and pipeline opportunities.
- Active engagement with leaders and participation during team discussions.

Qualifications:

- Bachelor's degree or equivalent experience in marketing, advertising, communications, business administration, or related field preferred.
- 5+ years of experience in business development, enterprise sales, or strategic partnerships, with a proven track record of quota achievement and results delivery.
- Strong understanding of marketing services and solutions (Brand Development, Content Strategy, Creative Design, SEO/SEM, Social Media, Marketing Automation, Email Marketing, Programmatic Campaigns, etc) is highly preferred.

About Medium Giant

We help brands relentlessly pursue what's possible; to transform uncertainty into opportunity and risk into reward.

Fueled by curiosity, we dig deeper. Investigate further. Challenge convention. Questioning everything is how we create positive change in your business.

We are a unique full-service marketing and media consultancy with offices in Dallas, Denver, and Tulsa; filled with 180 curious people focused on connecting businesses with the right consumers at the right time in the right place with a full portfolio of media, marketing, and creative capabilities.

Medium Giant recognizes that different perspectives and backgrounds drive the innovation and ideas that are essential to our business success. To that end, we are committed to attracting and retaining a diverse staff. Diversity, equity and inclusion will be embedded in the hiring, promotion and development of our employees, in reaching diverse audiences with our content, and in choosing the companies with which we do business.

To learn more about our approach, work results, and team culture, visit mediumgiant.co