

Job Description and Person Specification Head of Sales & Marketing

Reports To: Sargent-Disc Directors

Summary

Sargent-Disc, a Cast & Crew company, is an established, vibrant and fast-growing financial technology company within the entertainment industry, which delivers the Digital Production Office®¹ applications, as well as its Payroll and Production Accounting Services to clients.

For almost 40 years, Sargent-Disc have been a key service provider for some of the world's most successful Film and TV projects including Harry Potter, James Bond, Star Wars, Game of Thrones, Wicked, Oppenheimer, Barbie, Ted Lasso, Titanic, Avengers and The Crown to name a few.

As a market leader in digital solutions for production management, Sargent-Disc combines cutting-edge technology with deep industry expertise to streamline workflows and empower creative teams, making us an essential part of the global film and television ecosystem. Joining Sargent-Disc means being part of a collaborative environment where your work directly supports the creation of iconic stories seen by millions worldwide.

The Head of Sales & Marketing will be a dynamic, organised individual with excellent communication skills and a strong track record within the entertainment industries. They will implement the company's sales strategy in line with the product development and marketing team, as well as managing members of the Sales team to deliver sales and the company goals.

To be successful in this role, the individual must understand and be able to effectively communicate with the team and the wider industry details of our products and services and how they help the film and television industries we serve. This is a unique opportunity for a dynamic and motivated candidate to join the company and to have a significant impact on the company's success.

1. Job Description

The Head of Sales & Marketing will lead the commercial strategy and drive growth across Sargent-Disc's suite of services and software solutions. This is a pivotal leadership role responsible for aligning sales and marketing activities, expanding market share, and enhancing brand visibility in the UK and international entertainment sectors, whilst ensuring strategic alignment with Cast & Crew's global sales initiatives and objectives. There will be a key focus on identifying and pursuing growth opportunities in adjacent entertainment sectors such as music, live events, theatre and digital content production.

Main Duties & Responsibilities

¹ The Digital Production Office® suite of software includes CrewStart™, Payroll, Payslips, Payscales, Digital Purchase Order, Production Card, as well as industry standard applications – PSL +, Final Draft.

Strategic Leadership & Alignment

- Develop and implement a comprehensive sales and marketing strategy aligned with product development.
- Ensure strategic alignment with Cast & Crew's global sales and marketing efforts across verticals including FTVS, Advertising, Music, Live Events and Theatre.
- Identify and pursue growth opportunities in adjacent entertainment sectors such as digital content production and other emerging markets.

Sales Operations and Performance

- Oversee the CRM system, sales pipeline, and analytics to drive data-informed decision making.
- Optimise and oversee processes for the client journey, driving continuous improvement and commercial success.

Team Management & Collaboration

- Lead, mentor and inspire the team across sales, marketing and client relationships.
- Manage recruitment, training and performance reviews in collaboration with the HR team.
- Coordinate sales activities with marketing, product development, support, finance and client service departments.
- Collaborate with product and service teams to ensure alignment with client needs and market trends.

Reporting & Planning

- Work with Sargent-Disc and Cast & Crew finance teams to prepare and submit annual budgets, and quarterly sales reports and forecasts.
- Monitor market trends, client needs and industry development to inform strategy.

Client & Partner Engagement

- Build and maintain strong relationships with new and existing customers, strategic accounts, and industry partners.
- Represent Sargent-Disc at industry events and client meetings to enhance visibility and influence.

Flexibility & Adaptability

- Manage a flexible schedule to accommodate the workload and client needs.
- Other duties as required to ensure the company's growth and success.

2. Person Specification

The creative, strategic, flexible, calm and well organised Head of Sales & Marketing will have excellent analytical and communication skills. They will also have experience of working in a corporate technology and service environment, have excellent team management skills and an attention to detail.

Knowledge, Skills, Experience and Personal Qualities

Essential:

- An understanding of the film and television production process
- A minimum of four years of experience in a similar sales or production leadership role
- Self-motivated, goal and people orientated
- Proven experience of successful delivery in a similar corporate entity
- Excellent strategic and analytical skills
- Exceptional communication, negotiation, leadership and management skills
- Business acumen and an in-depth understanding of market complexities
- Experience of using, selling or marketing technology tools and services
- First class written English
- Ability to prioritise and deal with a high volume and varied workload
- Experience of using CRM systems for sales activity
- Computer literate - an experienced user of Microsoft Word, Excel and PowerPoint packages
- A commitment to the work for Sargent-Disc and an interest in the entertainment industries
- The ability to commute to Sargent-Disc's offices in Beaconsfield, Buckinghamshire

Desirable:

- Educational Qualification: BA Honours Degree or above
- European languages
- Established relationships with film and television producers, financial controllers, production and payroll accountants, line producers, the Studios and streamers
- Experience of working with and teaching others to use Cast and Crew and Sargent-Disc products e.g. PSL+, DPO, CrewStart™ and SD Payroll