

SALES DIRECTOR

POSITION SUMMARY

The Sales Director plays a pivotal role in driving both new business and the growth of existing accounts. With the company expanding rapidly, this is your chance to shape the future of a thriving business, work with leading names across QSR, contract catering, and stadia/event spaces, and lead a talented, ambitious team on their growth journey.

KEY RESPONSIBILITIES

- Defining and executing a clear sales strategy to deliver consistent growth
- Leading and motivating a small but growing sales team
- Building and developing strong client relationships across key sectors
- Driving new business opportunities while maximising existing accounts
- Working closely with internal teams, vendors, and contractors to deliver end-to-end solutions
- Representing the business at senior level, bringing tenacity, creativity, and commercial acumen

If you're ready to lead from the front and shape the future of digital signage, we'd love to hear from you.

HOW TO APPLY

Applications can be sent to careers@digital-messaging.com with a covering letter and a CV

PERSON SPECIFICATION

- Experience in B2B sales, ideally within digital signage, AV, or technology integration
- A proven track record of winning and growing business in relevant sectors
- Strong leadership skills with the ability to inspire and mentor a team
- Exceptional communication and stakeholder management skills
- Organised, independent, and commercially minded, with a solutions-focused approach
- Comfortable working in a fast-paced, entrepreneurial environment

DESIRABLE:

- Knowledge of AV integration, IT networking, and digital signage
- Familiarity with digital signage hardware, software (CMS), and content deployment
- Experience within corporate, food service, hospitality, or public digital signage projects