



## Job Pack

Media Monitoring & TDM Account Manager  
Commercial

# Copy, Right



## About Copyright Licensing Agency

The Copyright Licensing Agency Ltd (CLA) is at the forefront of the rapidly developing fields of intellectual property and electronic rights management. We licence organisations for photocopying, scanning and digital reuse of articles and extracts from print and digital publications. This includes books, magazines, journals, electronic and online publications, as well as press cuttings or documents supplied by a licensed third party.

*"Our mission is to **help customers legally access, copy and share the published content they need**, while also making sure that copyright owners are paid fair royalties for the use of their work."*

### Where does the money go?

We are non-profit making so all the money we collect in licence fees is distributed to the copyright owners after our costs have been deducted. During any financial year, our licence fees are distributed to our member organisations; ALCS, PLS, DACS, PICSEL, and to international reproduction rights organisations for onward payment to writers, publishers and visual artists including illustrators and photographers.

# Job Description

## Media Monitoring & TDM Account Manager – Commercial

<b>Contract type</b>	Permanent
<b>Department</b>	Commercial
<b>Salary</b>	Dependent on experience
<b>Reports to</b>	Head of Sales and Renewals – Corporate







### Role Summary

Responsible for managing our portfolio of Media Evaluation customers, prospecting for new business while carrying out daily tasks accurately and efficiently to meet the company objectives whilst upholding the organisation's values in all interactions.

The purpose of this role is to manage our existing and new relationships with Media Monitoring Organisations, ensuring proper licence solutions are in place to help simplify copyright clearance and the use of our Media Monitoring Licence. The role of the Media Monitoring & Text and Data Mining Account Manager is to also generate revenue from our Media Monitoring licences and Product Solutions to current Media Evaluation customers and prospective customers within the UK and Internationally.

The role will also be at the forefront of CLAs development of a specific Text and Datamining Licence as well future licence initiatives that address the increased use of AI in Business. CLA is invested in all employees' growth and development; working as part of a supportive sales team, the Media Monitoring and TDM Account Manager can impart their knowledge and acquire new skills at the same time. You will be working alongside Customer Success Managers who look after key accounts and currently consists of 4 Staff. You would be expected to embrace CLA culture and values and work with your team to embody these values in your work.

Our values are:

-  We support creativity
-  Our knowledge is our strength
-  We find solutions
-  We connect creative communities
-  We are ambitious
-  Our people make us who we are

The purpose of the job description is to indicate the general level of responsibility of the position. The duties may vary from time to time without changing their general character or level of responsibility.



# Job Description

## Media Monitoring & TDM Account Manager – Commercial

### Main responsibilities/Key tasks

- Working in partnership with our MMO and TDM clients to ensure the terms of the CLA licence are adhered to and accurate reports are provided to CLA
- To act as an ambassador representing CLA interests both in the Media evaluation and TDM industries. Helping to grow CLA's relationship with these sectors
- Working with our MMO licensees and CLA Sales and Operations teams to ensure access to CLA content is suspended when necessary
- Work with Sales leadership team to ensure CLA outreach to prospective licensees who have come through MMO data are approached in the right way
- Work with MMOs to ensure their Sales Teams understand who CLA are, and their clients' obligations when using CLA content
- Contact unlicensed MMOs both in the UK and internationally with the view of getting them into licence
- Attend industry conferences on behalf of CLA to develop a deep understanding of the TDM and MMO markets and the opportunities those markets can offer CLA
- To proactively source, develop and target new TDM licencing opportunities
- Working with the Customer Success Managers, ensure all key MMO accounts are licensed and renewed in line with their contracts
- Ensure customers understand CLA's products, services, and procedures, with all communication logged on our CRM
- Be a point of contact for the New Business Sales team with respect to CLA's MMO licenses – providing guidance on rights and appropriate communications with MMO customers
- Work with Marketing team and MMOs to ensure up to date and on brand information about CLA is made available for end user customers and MMO Account Teams
- Work with Operations team to ensure a process is followed and timetable of invoicing is communicated to aid Distribution of royalties
- Work with Customer Success Team to ensure transactional MMO customers are invoiced in a timely manner and oversee communications with these customers
- Assist Head of Sales with monthly forecasts on possible New Business opportunities
- Conduct forums, focus groups and attend conferences to present CLA services and understand the future needs of our customers within the industry
- Review and implement new processes where necessary with respect to communicating changes in CLAs repertoire of publications
- Any Ad hoc tasks as reasonably required



# Job Description

## Media Monitoring & TDM Account Manager – Commercial

### Essential Experience

Core skills and attributes needed to fulfil this position are:

- Proven B2B experience within a professional and/or tele-sales environment
- Proven track record and delivery of B2B Account Management and face to face engagement
- Pro-active and self-motivated attitude towards achieving sales targets
- Outgoing personality with strong organisational skills
- Authoritative presence with strong influencing and negotiating skills
- Team builder, collaborator, always leads by example
- Availability to travel within the UK and potentially international travel to meet business needs
- Computer literate
- Excellent communication and presentation skills
- Collective Management Industry experience is desirable, but not essential as full training in CLA Licences is provided, so enthusiasm, target focus, and a consultative selling style are essential
- Experience within the field of the Media Monitoring and TDM marketplace is desirable but not essential

#### Personal Skills:

- Good negotiator
- Target Focused, organised and able to work efficiently to deadlines
- Able to work accurately with attention to detail
- Able to work collaboratively across teams
- Professional and intelligent approach to work
- A team player who works well with others
- Confident, self-reliant, and forward-thinking

#### Technical Knowledge & Skills:

- Good skills across Microsoft Office programmes
- Experience in using CRM systems – Knowledge of Salesforce would be an advantage

## Benefits

- **Holiday**

27 days in a full calendar year, in addition to all bank and public holidays, and pro rata for part-time staff and those joining during the year. Three days of which are fixed to be taken between Christmas and New Year.

Holiday entitlement increases to 29 days after 5 years' service and 32 days after 10 years' service (pro-rated for part-time employees).

- **Holiday Purchase Scheme**

In addition to annual holiday, staff may purchase up to one week's additional holiday in any given leave year.

- **Group Personal Pension Plan**

CLA operates a Group Personal Pension plan with a minimum employee contribution of 5%. CLA will contribute 4.5% within the first year, rising to 7.5% after one year and 10% after 4 years' service. After one year, matched funding is available (up to 2.5%) for additional employee contributions above 5%. Membership of the pension scheme is available on a salary sacrifice basis and the Employer's NI savings on your contribution will be paid as an additional amount to your pension fund.

- **Hybrid working**

CLA has a Hybrid Working policy which includes the opportunity to work from home and office hot desking, giving employees the freedom to work where they are most productive. Hybrid working not only encourages collaborative and productive workstyles within CLA, but also allows for cross-organisational practices to be carried out with significant efficiency.

- **Life Assurance**

The scheme is non-contributory to members and offers a minimum of four times basic salary on death in service. (Salary is based on basic salary at time of death excluding any bonuses or additional payments).

A satisfactory health declaration may be required as a condition of joining the Life Assurance Scheme.

- **Healthcare**

All staff are entitled to join the company private healthcare scheme on a single member basis after the completion of six months' service. Family membership (at preferential rates) may also be purchased.

- **Asset Cash Plan**

After completing three months of service, all employees have the privilege to enroll in Level 2 of the company's Asset Cash Plan. There's also an option for employees to enhance their plan and include their partners at preferential rates. If employees opt for these upgrades or wish to include their partners, they will be responsible for the associated costs.

However, employer-funded cash plans are a taxable benefit and we are required to inform HMRC annually of any payments made on your behalf in relation to the cash plan scheme. Your tax code will then be adjusted to reflect the value of the benefit.

- **Incentive Scheme**

The scheme is dependent on CLA reaching its revenue and distribution targets and is paid in May. Achievement of target (plus 100% Distribution) will result in a maximum 10% bonus (pro rata depending on joining date in the financial year in the first year of employment).

Performance in excess of the UK revenue target (plus 100% Distribution) will result in an equivalent % bonus being available.

- **Personal Accident Insurance**

- **Employee Assistance Programme**

All staff have access to a 7 day-a-week 24 hour helpline which provides help with problems such as legal, marital, bereavement or a workplace issue.

- **Professional Subscriptions**

## Recruitment Process

**Send application to**      [human.resources@cla.co.uk](mailto:human.resources@cla.co.uk)

**Closing date**              12PM on Friday 6 October 2023

