

# SENIOR STORYTELLER

## Reports to: Operations Director

### Salary: Negotiable

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#### General Overview:

Eyeful Presentations has built an enviable reputation as a world leader in business presentations. Through continued imagination and innovation, we help customers across the globe get the very best from their presentations.

We do this by providing support and guidance around story and structure, equipping presenters with powerful visuals that resonate with audiences, training and coaching those in the 'hot seat', and improving the efficiency and control of the entire process through our digital services. In short, our focus is to be the best at supporting the business presentation conversation.

All of this means that Eyeful is an established niche business that gets to work with some of the world's most iconic and exciting brands every day.

Think of a big B2B brand, and we've probably supported them at one time or another.

We continue to evolve and are on the hunt for great team players who possess the business intellect, motivation and problem-solving skills to engage, challenge and deliver results for our growing business.

#### Benefits:

- Competitive salary & bonus structure
- Flexible working environment – on the road, at home or a desk at Eyeful's Presentation Campus
- Access to a range of market-leading perks through the employee welfare scheme
- Regular speaking and writing opportunities at industry events and publications
- Entrepreneurial culture that embraces new ideas and encourages our people to contribute to the continued growth and development of the business

## Responsibilities:

This senior role will play a key part in extending Eyeful's reputation as a thought leader and key player in a nascent market.

More than ever, companies are fighting to be heard above a barrage of homogenous messages, convoluted language and complex communication channels. Our continued growth has come from our reputation in cutting through 'the noise' and crafting powerful stories that deliver outcomes for presenters and audiences alike.

This role entails building upon solid foundations to create deep and trusted relationships at all levels. A strong foundation in senior B2B sales will provide you with the business intellect and 'war stories' to engage, challenge and inspire a wide range of stakeholders, from C-Suite down, across a range of sectors

## Play your Part in Account Strategy & Growth

- Maintain knowledge & awareness of market trends – your 'business intellect' needs to be razor-sharp to allow you to engage and challenge senior stakeholders across a wide range of sectors
- Support the Commercial Team through high-quality client engagement and, where appropriate, speaking and writing support
- Have a deep understanding of our full breadth of services/products to allow you to offer the best advice. The solution to a customer's problem rarely starts and finishes with a PowerPoint deck. By understanding their audience and long-term objectives, you may identify new tools and platforms to drive even greater ROI from their engagement with Eyeful
- Engaging & inspiring internal stakeholders to achieve the best results

## Innovate & Inspire Through Story

- You'll liaise with clients to create stories and content for a range of presentations. Our client list is exciting, from agile start-ups through to some of the world's most iconic and exciting brands, so no day is ever the same
- You'll be responsible for translating sometimes complex and challenging concepts into clear and engaging presentation content for our clients' audiences
- As part of this process, you'll be comfortable in challenging and managing senior stakeholders. One of the trickiest yet most important parts of our job is to get people to move away from the status quo and 'rethink' their approach. Not everyone welcomes change, so you must have the courage of your convictions and be able to explain the reasoning behind new and sometimes challenging approaches
- You'll employ Eyeful's proven IP to craft persuasive stories, compelling content and memorable messages. Once a story structure is in place, you'll work closely with our brilliant content and design team to oversee the visualisation of your story to maximise the impact of the presentation for the client

## Supporting Colleagues & Customers

- You'll contribute to the team like the rest of the 'Eyefulites', sharing your knowledge, pushing creative boundaries and driving innovation and quality at all times.
- Our global customers' requirements mean that this is sometimes not a standard 9 to 5 job; therefore, a level of working flexibility will need to be demonstrated.

## Stakeholders

- Customers
- Operations Director
- Colleagues within your team (or 'hub')

## Requirements:

### About You:

- You're likely to have a few years of senior B2B sales or consultancy under your belt. This will be invaluable as you move around sectors, confidently challenging senior stakeholders to rethink their approach to presentation and story
- You'll love stories and storytelling, either creating them or being on the receiving end of them.
- You're creative but have a firm understanding of the business world, staying up-to-date on trends and the big stories
- You'll be ready to dig deep and conduct your own research to identify the 'killer hook' for our clients' messaging when needed
- You're obsessive about detail (*getting it right first time, every time* is a big thing around here) while being flexible and agile enough to perform minor miracles when deadlines or clients' requirements change.
- You can work as part of a close-knit team and build strong, trusted relationships with clients and colleagues
- You'll be an advocate for diversity & inclusion – helping to promote an environment where people with different backgrounds and experiences can thrive
- Bonus points for a sense of humour and nerdy passion for the power of presentations, stories and revolutionising business communication

To learn more and start a conversation about your next role, contact **Lloyd Carter, Operations Director**, on [lcarter@eyefulpresentations.com](mailto:lcarter@eyefulpresentations.com) or call +44(0)1455 826 390