



Business Development Executive

Square1 Marketing
2016 role guide

Business Development Executive



Hello.

We are Square1, an award winning marketing communications agency.

By taking our clients back to the beginning, we help them identify their points of difference and define their corporate personality. We then translate that unique essence into strategic, creative, engaging and consistent communication across all platforms – web, print, video, exhibition, social, presentation, campaign... whatever canvas is right to achieve their objectives and to bring their brands to life!

In partnership, we encourage our clients to build and nurture strong, relevant brands that not just stand out, but stand for something.

The Role...

Working closely with the Marketing Director, as an integral part of the Group's Marketing Team, the primary remit of the Business Development Executive is to source and account manage new (external client) business for Square1.

Part of the multi-award winning, privately owned Giles Group, The type of projects undertaken by the team include marketing strategy and planning, asset creation (websites, presentations, collateral), brand development, corporate identity graphic design, campaign design and implementation and creative communications.

As part of a small team, flexibility is crucial. The role is to find and develop new business, generating sales from both new and existing clients and to creatively help nurture each account.

Key Objective...

To ensure the achievement of maximum sales, profitability and growth in line with company vision, values and goals.

Reporting to...

The role reports directly to the Marketing Director, John Cooper. The role is focused on Square1, the marketing division of The Giles Group.



Key Responsibilities...

Business development activities

- Increase sales and revenue for Square1.
- Understand the business plan and sales strategy and ensure attainment of personal sales goals and profitability.
- Develop and deliver sales plans for Square1.
- Create and maintain a sales database for Square1.
- Conduct telesales to drive new leads and generate new enquiries.
- Develop and deliver insightful presentations and strategies to Square1 prospects and clients.
- Research new business markets and develop sales strategies with which to target them.
- Assist with the creation and delivery of proposal presentations and RFPs.
- Ensure the integration of the business's marketing function within that of the greater Group, and ensure that Square1 unit optimizes its use of shared and support services.
- Assist the business to meet its objectives, live the values and culture and to practice company policies and be a brand ambassador.
- Assisting in strategic planning for client presentations, etc.

Marketing campaign activity

- Research and generate leads.
- Sales project development and implementation.
- Preparation of presentation material – PowerPoint presentations, newsletters, proposal document formatting.
- Joint development of materials and assets, working with the Square1 team on campaign design and application.
- Assisting with the development of communication assets, including newsletter articles, staff communications and client projects.

Account management

- Handle client briefs and communicate between them and the team.
- Nurture strong relationships with all clients, developing new and repeat business and identifying revenue-building opportunities.



Assist business unit

- Develop and deliver insightful sales presentations and strategies to Square1 and the Group's executive committee where appropriate.
- Ensure the integration of Square1's marketing function within that of the greater Group, and ensure that Square1 optimizes its use of shared and support services.

Marketing planning

- Help with the design and implementation of the annual sales & marketing plan for Square1.
- Support and facilitate development and implementation of individual company marketing plans and projects.
- Help administer the sales strategy for Square1 based on knowledge of Giles Group policy, nature of market, copyright and royalty requirements, and cost and mark-up factors.

Market research

- Conduct research and analysis of competitor marketing activity.
- Produce reports for campaign effectiveness, data segmentation and recommendations.

Administer corporate communications activities

- External communications and systems.
- Internal communications and systems.
- Maintain brand guardianship of Square1 assets and templates.
- Public relations activities.
- Live the values and culture of Square1 and practice company policies – bringing the brand to life!



Key Skills...

- Good educational record (ideally to degree level).
- 4 years career experience in a similar role.
- Experience in a B2B environment.
- Excellent understanding of the principles of marketing.
- Excellent sales and negotiation skills.
- Experienced in relationship building.
- Experience with web, new media and Internet marketing / social media.
- High level of computer literacy, including programmes such as Microsoft Word and PowerPoint, Keynote and Prezi.
- Strong understanding of new technologies and how they can be applied to marketing.
- Excellent communication skills, both verbal and written.
- Ability to present information and respond to questions from groups, managers, clients, trade bodies.
- Hands-on approach.
- Ability to make cold calls.
- Ability to meet targets.
- Proficient in the use of a sales database (ACT!).
- Proven track record of sales and business growth
- Strong commercial acumen.
- Accuracy and attention to detail.
- Excellent writing, analytical and project management skills.
- Ability to work self-motivated and as part of a team.
- A hunger to learn and ability to flourish in a dynamic, high-growth, entrepreneurial environment.

Key Qualities...

- Target driven
- Confidence
- Proactive
- Team player
- Ability to multi-task
- Flexibility
- Engaging sales person
- Creativity
- Innovative
- Entrepreneurial
- Personable
- Adaptable
- Trustworthy
- Reliable
- Commercial

Remuneration

- Salary: £25k basic, OTE £40k
- Ours: 37.5 per week
- Contract: full time
- Probation: 3 months



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