

Business Development Manager

Job description

August 2022

Business Development Manager

This is an exciting opportunity to join a thriving digital marketing agency – and help us grow even more!

We're looking for someone with a sharp eye for sales, a knack for nurturing client relationships, and who wants to win business with world-class clients.

The essentials

Salary: £30k to £35k, depending on experience.

Hours: Part time or full time, to be discussed.

Location: We are based at St John's Innovation Centre in Cambridge, with team members coming into the office 2 to 5 days a week.

We value the opportunity to collaborate in person too much to go fully remote!

Key dates: Starting November 2022.

How to apply: Please send your application, including CV and covering letter, to our Director Sue Keogh at jobs@sookio.com by Monday 19 September.

Duties

- Work closely with our Director on business development, driving growth in the business through targeted sales activities and analysis.
- Research and identify new business opportunities from a variety of sources.
- Hold sales meetings with prospects and clients to identify their challenges and outline how our services can help them realise their business ambitions.
- Prepare clearly written quotes and proposals in our sales software, making sure clients understand our offering and are excited to sign on the dotted line.
- Develop ongoing relationships with existing clients so we understand their changing needs and can respond quickly when they need additional services.
- Keep our client relationship management (CRM) system up to date to track the whole sale, from initial conversation to closing the deal.

- Liaise with the Project Manager on the pipeline and profitability of projects so it can be fed back into the sales process.
- Work alongside our Content Strategist to ensure our sales and marketing activities are in sync, and identify new lead generation opportunities.
- Attending networking, conferences and other events, both to build contacts and to stay abreast of industry trends.

There is the potential to expand the duties to include admin tasks around business operations, which are currently covered by our colleague in this role.

You need to be

Personable! You will often be the first point of contact for people hoping to work with Sookio. It could be the start of a beautiful relationship! So you need to be quick to make a connection and build a rapport. Plus, we love a bit of networking.

Persistent. We don't do cold calling at Sookio. We're not pushy.

But we do pay full attention to the challenges our clients face, devising the perfect mix of support to take their pain away, and making sure we follow up to close the deal.

Hot on paperwork. Sometimes the sales cycle takes three months, sometimes it's three hours. Our CRM is easy to use and it's essential that you keep it updated accurately and diligently throughout the process.

Collaborative. You won't be working in isolation; you'll be part of a talented team of creative specialists who will be keen to share their skills and knowledge so you can really showcase our services to new clients.

Commercially focused. We didn't get through this pandemic without keeping our eye on the ball, being quick to spot opportunities to bring in new revenue and always fighting to win the work.

And because our business is all about quality content, **excellent standards of English** in all forms of communication are essential, from emails to quotes to...everything!

Sales at Sookio

The pandemic has affected every business differently. At Sookio, we haven't paused for breath, with so many organisations shifting their sales and marketing budgets to digital.

People looked to us as an established creative agency they could trust to steer them through such challenging times. We have a solid reputation for offering a top quality service, delivered with care and lots of flair.

We're proud to work with world-class clients like the BBC and NHS, the University of Cambridge, Huntingdonshire and South Cambridgeshire District Councils, Internet Watch Foundation, The Alzheimer's Society, and a whole host of interesting clients in education, public sector, life sciences, tech and professional services.

We're here to help these ambitious and transformative organisations communicate their ideas to the world through brilliant digital content, strategy, and training.

And it's this mix which is our special sauce. As Business Development Manager it will be your job to identify the challenges clients face, and decide which mix of services will best meet their needs, whether it's ad hoc video production, copywriting or design – or a fresh new strategy with expert monthly consultancy and training to put it into action.

Tools we use

- Avaza and Better Proposals
- Xero for accounts
- Microsoft 365
- Capsule CRM

Note: You do not need to be a world-renowned expert in all of these! But do tell us which ones you're familiar with when you apply.

Working with Sookio gives you

- The chance to work alongside a lively, creative team fizzing with ideas and who take genuine pride in the work.
- An annual training budget. You'll be encouraged to learn and develop through webinars, conferences and events, and get out and about networking.
- Flexible hours. We've reached a happy medium between remote working and time at HQ collaborating in person.
- Opportunities for personal development through training and webinars, or taking part in the work experience and mentoring schemes we run
- 32 days holiday (including Bank Holidays).
- Pension scheme.
- Wellbeing support through our mental health app and 24/7 phone line.
- Regular social events such as our summer and Christmas client parties.

How to apply

Please send a CV and covering letter explaining how you would be the answer to our bizdev prayers to Sue Keogh at jobs@sookio.com.

We believe that diversity is a strength at Sookio and we are always keen to hear from candidates from underrepresented groups.

In the meantime

Why not get to know us by connecting on social and signing up for updates?

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