



Job Description: Business Development Manager

Summary of Role: Drive forward business development and sales.

Reports to: Rachel Butler, Senior Marketing Manager/ C-suite.

Fixed Remuneration: dependant on experience

Bonus Scheme: Yes, based on KPI's being met you will receive 3% of all new business you have secured

Employment type: Permanent Position

Website: www.marbleldn.com

Contact: tally@marbleldn.com

Context

Marble LDN -Binding brand, agency and experience.

We are a B2B agency uniquely positioned to support communications departments to deliver live experience through our integrated structure.

We offer 5 core services, including: Conceptualisation and storytelling - Creative production and design, Sound, Light & Technical production - Project Management - Marble Music

We work in both the commercial and private spheres. With 75% of our work implemented within the B2B sector and 25% in the B2C sector.

Throughout the agency our core focus for 2019/20 is to expand our experience, exhibition and music proposition. We will work on projects that have a focus on design, collaboration and sustainability.

Within the B2B sector we want to expand our grasp on tech and finance spheres where we see spend and creative marketing attitudes. We also want to expand on our strategy to become the communication sector's events agency working with more comms agencies like The Communications Store, John Doe, etc to implement their live portfolio.

Within the B2C sector we will be riding off the recent launch of the Marble Private website and looking to expand our outreach on producing private events for both new and existing clients.

You will be joining a team of 19 (full time). We are a fast growing business with over 20% growth year-on-year and a team that has tripled in 12 months. We are looking for a candidate who would like to be part of this growth and to be a major asset within this evolving integrated agency.

Our Clients include: <https://marbleldn.com/our-work/>

History of Marble



Originally three specialist event companies, Marble formed to create an integrated agency with a simple mandate; heighten customer experiences, produce exceptional events and bring about change in our sector.

The Role

DAY TO DAY ROLE

Context:

We are not a suit and tie company. Inherently what we are is a creative with an undertone of highly detailed and skilled work. It is a relaxed but very dedicated atmosphere. Our clients are from a broad spectrum of industries but they do not expect us to be a mirror of themselves. Bring personality and confidence. Be kind, there is no room for ego in this company. Our culture is paramount.

BD and Sales

- You'll be working closely with the marketing team and existing BD operations.
- You'll be learning and developing an in-depth understanding of Marble LDN and how we can help clients to achieve their event profile goals
- You'll be researching, maintaining and developing a database of clients and prospects
- You'll be following up with prospects and clients with marketing materials in order to convert meetings into live projects as part of your strategy.
- You'll provide support and assist on strategy adding to new business and existing client proposals
- You'll be using social channels to research and network online with potential prospects and clients.
- To effectively use social media channels from LinkedIn, Twitter and YouTube to grow, and engage with, our audience to build communities
- Use web analytics tools to inform BD plans and help streamline the effectiveness of our campaigns working with marketing and to provide detailed response analysis on an event post event
- You'll manage and develop a strategy for our team and how they communicate with their networks.
- You'll be provided to report on impact and ROI of your strategy
- You'll develop and maintain BD budgets with senior management.



KPI's

Based on the above day to day activities we will measure you on the following KPI's

- Formulate strategy - Quarterly BD strategy spanning 12 months to be completed by 3rd month of probation.
- This should incorporate ROIs as well budgets and a focus on communication within our chosen sectors, and new identified sectors.
- Lead generation - Using the above strategy secure 8 new business leads per month.
- The should culminate into 3 solid potential customer meetings for you / C-suite / suitable team members.
- Biweekly reporting meetings with ROI on leads.
- Create a **retention** strategy for Account Managers to help sell in further products and maintain revenue from current and past clients securing a 20% rise in spend.
- Manage and maintain budget. Do not overspend.
- Secure 500k new business in year 1

Previous Experience

- 6-8 years / Media / B2B / industry relevant sales experience
- Demonstrating a consultative sales process in handling complex briefs, responding with considered and creative solutions
- Undertaking mapping exercises on both product and client base, and competitor landscape
- Engaging with stakeholders at a senior level, comfortable in cross/up selling to both acquire new business and grow existing accounts
- Working knowledge of Hubspot or similar CRM systems, having lead and encouraged team members to protect and maintain the integrity of the system

Personal Attributes & Behaviours

- A confident and articulate verbal and written communicator, can foster strong relationships both internally and externally
- Possesses excellent prioritisation skills, has the foresight to anticipate obstacles and displays tenacity in overcoming them
- Has gravitas and mental agility when presenting solutions
- Takes pride and personal responsibility for maintaining Marble LDN brand

Benefits



- Your lunch is paid for in house at the Feeding House Café. This equates to up to £2,400 worth of savings for you per year.
- You will gain membership to Perkbox giving you 100's of deals from cinema to health and fitness.
- Membership to House of St Barnabus