

Senior New Business Executive

Incentivised, attractive package for the right candidate

Our Client is a well established 'Top 5' award winning digital agency with many high profile clients based in the UK, Europe and North America. The agency works as an extension of their clients' marketing teams providing client services and consultancy. Their offering is based on experience, technical innovation, added value and fresh ideas enabling them to develop an array of new opportunities for clients. Partnerships are developed with client teams ensuring the best possible ROI. With an impressive track record of delivering measurable results in this highly competitive sector, our client continues to set the standard. With great career prospects, a cohesive team culture and continued personal development, people who join them stay.

Key Responsibilities

- Seek out new sales opportunities actively through cold calling, networking and social media.
- Research new sectors to sell to and work with the in-house marketing team to ensure consistent lead generation.
- Participate in trade shows, raising profile of company, welcoming current and prospect customers.
- Implement and drive new business campaigns.
- Actively respond to all sales leads and enquiries.
- Develop Client relationships by engaging them with Company services and solutions.
- Working with the Senior Management Team you will help lead and shape 'Digital Futures' events.
- Deliver presentations, collaborating with other team members/management.
- Record and manage client relationships/activities using Salesforce.
- Be conversant with new technologies on an ongoing basis.
- Participate fully in responding to tenders.
- Lead pitches and develop and maintain client relationships in collaboration with account directors driving day-to-day service delivery.
- Jointly accountable for sales targets delivered on a quarterly basis.

Professional Requirements

We are looking for a new business winner to become an essential part of a committed and successful team. Familiar with digital channels such as SEO, Paid Search, Programmatic, RTB and Social Media, you will be empathetic and excited by the challenges and opportunities senior marketing professionals face. Prospecting for new business will be 'in your blood'! You are able to demonstrate the ability to understand and present complex multi-channel marketing strategies and be a confident negotiator developing relationships and winning new business. The role would also be attractive to a Digital Strategist with a love of winning new business.

This is a very exciting opportunity to work for an award winning company, a company who really value people. Interested? Please call Nigel McNeill-Moss and send your CV to nigel@prospectmsl.com quoting 8217/EM/NMM/SalesEx