

## Job Description

<b>Title</b>	Business Development Executive
<b>Reports To</b>	Managing Director
<b>Based</b>	Liverpool City Centre
<b>Hours</b>	10 hours per week, to be worked any time during the working week.
<b>Salary</b>	£neg

## Key Responsibilities:

- Generating business leads and efficiently keeping in regular contact with existing prospects.
- Cold calling potential customers and building relationships.
- Establishing customer needs and selling products accordingly.
- Arranging meetings with clients.
- Following up swiftly on sales enquiries and sending out information.
- Working closely with the team to develop new business.
- Researching the market and identifying potential target customers.
- Understanding and keeping up-to-date with constant developments in the communications industry and agency market.
- Identifying areas for expansion and development.
- Working with MD and CSD in developing a targeted long-term new business strategy to also encompass regional and national targets and foster growth in these key areas for the future.
- Delivering against these targets to ensure revenue expectations are met.
- Working closely with the Managing Director and Client Strategy Director to develop bespoke campaigns to relevant prospects.
- Inputting into sales and marketing collateral – how the business positions itself for various audiences.

**Key Skills /Requirements:**

- Minimum 2/3 years' experience within Business Development/New Business, Recruitment or Account Management role.
- Proven track record of bringing in new business and a natural ability to drive sales.
- Self-starter who is target-driven and motivated – must thrive and feel energised by a target oriented environment.
- Excellent communication and presentation skills - confident on the telephone and good written skills is essential.
- Consultative sales skills: our audience is made up of marketing professionals and senior leadership and so therefore requires a balance of good listening and comprehension/empathy, a soft sell approach and hard sell closure.
- Well organised with previous experience of using CRM systems.
- Excellent time management, an individual who thrives on working autonomously.
- The ideal candidate will be determined, outgoing, positive, articulate and diplomatic.
- Has the ability to think on feet.
- Warm nature and cultural fit are a must.

Please send CVs in the first instance to [jobs@uspcreative.com](mailto:jobs@uspcreative.com)