

Business Development Manager

Full-Time | Central Newcastle/Gateshead | Hybrid Model

OVERVIEW

We are seeking a dynamic and experienced Business Development Manager to join our team at WorkCast, an innovative digital events platform. The ideal candidate will have a proven track record in new sales and a strong understanding of technology sales. They will be adept at utilising CRM systems such as HubSpot to manage pipelines effectively. This role requires collaboration with marketing to enhance lead quality and a keen ear to market needs to inform product development.

LOCATION

Our HQ is located a stonethrow away from Newcastle's vibrant quayside. We love to see our employees in the office as much as possible - we encourage two days a week working from the office with the remaining three WFH. Depending on your location this can be flexible.

KEY RESPONSIBILITIES

New Sales Development:

- Utilise existing networks and actively seek out new opportunities to generate leads and convert them into sales.
- Develop and implement strategies to acquire new clients, consistently meeting or exceeding sales targets.
- Conduct market research to identify potential clients and understand their needs.
- A proven understanding of an MRR/ARR-based model of selling licenced products.
- The ability to forecast pipelines 1, 3, 6 and 12 months ahead.

Account Management:

- Manage and nurture relationships with existing clients to ensure satisfaction and maximise upselling opportunities.
- Proactively address client concerns and provide solutions to maintain long-term partnerships.
- Collaborate with the customer support team to ensure timely resolution of issues.
- A proven understanding of an MRR/ARR-based model of upselling licenced products against account growth targets.

Technology Sales Expertise:

- Leverage experience in technology sales to effectively communicate the value proposition of our online events platform to potential clients.
- Stay updated on industry trends and competitors' offerings to adapt sales strategies accordingly.
- Demonstrate a deep understanding of the platform's features and capabilities to address client requirements effectively.

CRM Management:

- Utilise HubSpot or similar CRM system to maintain accurate records of client interactions, sales activities, and pipeline progression.
- Regularly update and report on the status of opportunities within the pipeline, including forecasts and conversion rates.
- Have the initiative to create templates and sequences to communicate with prospects and clients, with the ability to report on their effectiveness

Collaboration with Marketing:

- Work closely with the marketing team to provide feedback on lead quality and effectiveness of marketing campaigns.
- Collaborate on lead generation strategies and provide insights to optimise marketing efforts.
- Assist in the development of marketing collateral and sales tools to support business development activities.

Market Insight and Product Development:

- Stay attuned to market trends and competitor activities, providing valuable insights to inform our product roadmap.
- Gather feedback from clients and prospects regarding platform functionality and features to drive continuous improvement.
- Act as a liaison between clients and the product development team to communicate user needs and prioritise enhancements.

SKILLS REQUIRED

- Minimum of 3 years of experience in new sales, preferably in a technology-related field.
- A preference of 2 years of experience in Sales, with a proven ability to build and maintain client relationships.
- Strong understanding of technology sales processes and ability to articulate complex solutions to clients.
- Proficiency in commercial negotiations, creating quotes using Xero and bespoke RFP responses.
- Proficiency in CRM systems, particularly HubSpot or similar platforms.
- Ability to identify opportunities and risks, as well as exploring and suggesting solutions to implement and resolve.
- Excellent communication and interpersonal skills, with the ability to effectively engage with clients and internal teams.
- Proactive and results-oriented mindset, with a demonstrated ability to meet or exceed sales targets.
- Analytical skills to assess market trends, identify opportunities, and make data-driven decisions.
- Adaptability and willingness to learn in a fast-paced, evolving environment.

EDUCATION

A Bachelor's degree in Business Administration, Marketing, or a related field is preferred.

BENEFITS

- Office HQ based on Newcastle's quayside
- Breakfast and snacks provided
- 25 days annual leave plus Bank Holidays
- Private healthcare
- Quarterly socials with the team
- Festive party - *it's on us!*

Join us at WorkCast and be part of a dynamic team revolutionising the online events industry! Apply now to embark on an exciting journey of growth and innovation.

ABOUT US:

WorkCast is a digital event platform with outstanding services and support to help global organisations run advanced, commercial online events programs. Typically, customers run commercial events programs at scale. Our platform let's them run a range of digital event types, but also provides capabilities like Netflix style webinar libraries, attendance and tested certification. We also champion advanced integrations and workflows to ensure customers have the best digital events integrated into their core Marketing and business operations.

We were founded in 2008, so have a strong brand and reputation in our industry.