



Twofour is an international media group. A major independent TV producer, it also leads the way in convergent television providing technical solutions for broadcasting and business communications.

JOB DESCRIPTION

Job Title: Business Development Executive

Reporting To: Head of Commercial Operations

Line Manager of: N/A

Job Location: Plymouth

Main Purpose of Job

Creating qualified leads for the Business Development Team, providing market intelligence, taking advantage of sales opportunities and undertaking direct selling.

Detailed Duties

1. Input to campaign planning, development of key proposition messages and script/call guide development.
2. Running campaigns (phone, email and direct mailing) around Twofour's offering.
3. Calling prospects to introduce our broad portfolio of services, asking questions to qualify opportunities, identify decision makers and establish potential need.
4. Making qualified appointments for the sales team.
5. Supporting the business development and marketing aspirations of Twofour by, for example, assisting in business intelligence gathering, marketplace research or competitor analysis.
6. Emailing and phoning customers on a planned basis – new and existing – and maintaining contact with them. Fostering and developing on-going relationships with clients to ensure Twofour are considered when appropriate opportunities arise.
7. Managing and maintaining a Customer Relationship Management system that ensures call backs are timely and well managed.
8. Maintaining accurate call records and notes of conversations.
9. Updating customer details.
10. Directly selling by telephone certain products/services as required.
11. Undertaking other related marketing activities e.g. events as required.

Key Objectives

To be responsible for the achievement of sales, appointment and productivity targets. There will be key objectives set but these are to be confirmed on appointment.

PERSON SPECIFICATION

Criteria	Essential	Desirable
Education & Experience	Substantial business sales experience Experience of working to targets Educated to degree level or equivalent experience	Media/Technical background Marketing awareness
Knowledge	Awareness of new media and technologies	
Specific Skills	Excellent verbal communication skills Questioning skills Ability to create benefit led sales messages Able to overcome objections Ability to articulate technical ideas in layman's terms Excellent customer relations skills Results orientated	
Personal Attributes	Outgoing Confident Persistent Resilient Self motivated Self managing Team player Reliable	