

Job Description: Business Development Manager

Tug requires a Business Development Manager for the generation and development of both in-bound and out-bound new business opportunities. The successful candidate will be a tenacious and driven individual with a proven track record of success in new business/sales, preferably within marketing services or new media/digital/branding industries.

Responsible to: Account Director

External Relationships: Blue chip and SME clients to board level on both marketing and technical teams

Internal Relationships: MD, SEO team, PPC team, Client Services

Salary: Dependent on experience + commission

Hours: 10am-6.30pm

Location: Shoreditch

Main duties

- Responsible for own lead generation, through cold calling, networking, and appointment setting
- Present Tug to potential clients through direct communications in face-to-face meetings, telephone calls and emails
- Actively and successfully manage the sales processes through lead generation, solution pitch, negotiation and close.
- Managing and maintaining a pipeline and all sales administration
- You will have individual responsibility for new business, and are expected to self manage, however support will be available from the Managing Director and Account Director for larger/more complex pitches, strategies and solutions
- Attending trade shows and representing Tug
- Interaction with other internal departments
- Keeping up to date with industry news

Skills, knowledge and experience required

- Experience of managing and working on pitches
- First class written and verbal communication skills
- Excellent presenting and negotiating skills at board level
- Proven success in sales ability
- Capable of hands on problem-solving, with ability to generate ideas and solutions
- Good time management and planning
- Sound knowledge of search engine/online marketing and the online marketing industry
- Positive attitude and fun!