



REaD Group

We're recruiting!

Business Development

REaD Group

REaD Group is a great company to work for. Our data assets give us an unparalleled level of heritage and prestige, but their creative application and execution are reflective of a leading London agency. If you're an enthusiastic, motivated and financially driven Business Development professional, then this could be a great opportunity for you to join a winning team and advance your career.

We are the UK's largest independent data-driven communications group. Occupying a unique position in the marketing landscape, we can tell our clients more about the UK population than any other company – and how to use this information to create unique and effective marketing campaigns.

The Role

In your role, you will be responsible for identifying organisations in need of our products, services and expertise. Working closely with the brands, and our in-house team of experts, you will develop and propose solutions that specifically meet their needs, and deliver significant business benefits (and perhaps win the occasional industry award!)

What do you need to know?

REaD helps organisations better engage with their customers through a comprehensive portfolio of data products, solutions and marketing services.

These include:

- Data quality solutions
- Customer acquisition programs and data supply
- Database enhancement
- Customer insight and decision support
- Campaign management (Managed Service and/or Technology)
- Single Customer View development, Data Management Platforms and database hosting
- Digital marketing services
- Lead generation

Ideally, you will have specific experience related to one or more the disciplines above.

Want to know more?
CONTACT US TODAY

readgroup.co.uk/contactus
enquiries@readgroup.co.uk
020 7089 6400

@REaD_Group REaD Group Ltd



REaD Group is the trading name of REaD Group Ltd (Registered in England No. 2959244), VAT Reg. No. 8219580 21.



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Who are we looking for?

REaD's accelerated growth means that we have a number of business development roles to fill. You will be a passionate business development professional and love winning deals! As a minimum, you will have 2 years relevant experience but we are also looking for experienced "big hitters" and everything in between.

What's in it for you?

REaD Group offers a comprehensive training program to all new starters to ensure you quickly get to grips with our products and solutions. We also provide specific training around industry courses, product development and sales training as and when required.

In terms of package, we offer competitive salaries and an uncapped commission scheme designed to significantly reward over achievement and multi-year contracts. Furthermore, REaD Group is a fast evolving company offering varied future opportunities for career development.

If you would like to learn more about REaD Group and the available roles please contact or send your CV to Clive Rumsey on clive.rumsey@readgroup.co.uk

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