

BUSINESS DEVELOPMENT MANAGER – TELECOMS & UTILITIES SECTORS

Job Title:	Business Development Manager – Telco & Utilities Sectors		
Department:	New Business Team	Reporting to:	Head of Business Development
Location:	Bermondsey Street, London, SE1 3UZ	Salary range:	tbc
About REaD Group:			
<p>REaD Group are a Data as a Service company.</p> <p>We hold the most comprehensive GDPR ready database in the UK with over 38 million records and hundreds of selectable variables. Synonymous with data quality, REaD Group’s market leading data cleaning solution is the most comprehensive and accurate in the UK.</p> <p>We deliver actionable insight and reporting, build single customer and prospect views plus a range of bespoke database marketing services.</p> <p>Whether it is delivering another successful campaign for our clients or baking and hiking to raise money for our chosen charity – we always give 100%. Collaborative and focused. Driven but likeable. Our goal is to deliver outstanding results in everything that we do and have fun doing it.</p>			
Purpose of the Role:			
<p>Reporting to REaD Group’s Head of Business Development, you will be responsible for winning, onboarding and developing new clients from the Telecommunications and Utilities Sectors. REaD has an enviable product and services portfolio that deliver real and quantifiable benefits to brands wanting to optimise the value of their data asset, better engage with their customers and drive efficient acquisition campaigns. Working closely with brands from these sectors and our in-house team of experts, you will develop and propose solutions that utilise these products and services that specifically meet their needs and deliver significant business benefits.</p> <p>This business development role will include:</p> <ul style="list-style-type: none"> • Working with product development and marketing stakeholders at REaD to further develop propositions that meet the specific needs of organisations in these sectors • Extensive lead generation activity to generate a pipeline of relevant opportunities • Setting and attending in the region of 10-12 new client meetings per month • The writing and delivery of presentations to prospective clients • Overseeing and contributing to the creation of new business proposals • Working with and negotiating with clients to close profitable business • Liaising with Account Management, Operations, Finance and Legal teams to support the onboarding of new clients • Managing and reporting on a pipeline of new business opportunities 			



- Liaising with the teams Sales Support function as required

What do you need to know?

Ideally you will have experience of selling some or all of the disciplines listed below to medium to large organisations:

- Data quality solutions e.g. deceased and goneaway flagging, de-duplication, addresss cleansing etc
- Customer acquisition programs and cold data supply / list rental
- Data enhancement projects
- Customer insight projects e.g. profiling, modelling, segmentation etc
- Campaign management solutions, either via a managed service or technology solution
- Single Customer Views (SCV)

In addition to this, REaD Group has created a new and innovative approach to access our data assets to support to support a range of business needs (REaDConnect). Central to this role will be to also the identification and onboarding of organisations where this would be a benefit to them.

Duties and Responsibilities:

New Business

- Identify organisations in the specified sectors with the potential to become REaD clients
- Engage with and onboard new clients
- Manage and report on a pipeline of new opportunities
- Generate revenues to an agreed target
- Forecast and report future revenues

Marketing

- Work with REaD's Marketing Team to:
 - Develop clear, benefits driven and engaging sector specific marketing collateral
 - Arrange attendance at relevant industry events
 - Generate targeted campaigns and other awareness activity
 - Update CRM to help measure the effectiveness of activity

Other

- Work closely with the various teams in the business to ensure client expectations are met

Qualities for the Role:

- Proven ability of selling the products and services listed to mid to large size organisations
- Experience of the data market, especially data and data quality
- Consistently able to meet and exceed targets
- Highly organised and able to manage time effectively



- Strong proposal writing skills
- Commercially aware and good negotiating skills
- Team player able to function well within a team and across an organisation

Job Specific information:

- Working Hours: Full Time (09:00 – 17:30 Monday to Friday)
- 25 days annual leave entitlement per annum
- Eligibility to join Employee Benefits scheme on successful completion of 3-month probation:
 - Peoples Pension contribution
 - Profit related company bonus scheme
 - One4All card
 - Childcare vouchers
 - Ride to Work Scheme

Applications to HR@readgroup.co.uk