

Job Description

Business Development Manager

Location: Leeds, London or Home based with frequent UK travel

Company: CDS UK, part of the Baird Group

Job type: Permanent

Compensation: Competitive OTE

CDS is currently looking to expand its new business sales function. This is an exciting opportunity to join a successful team in support of further growth.

About CDS and Baird Group

CDS is an award-winning multichannel communications agency offering an end to end service portfolio from content creation and strategy to execution and performance analysis independent of channel.

A community 180+ strong; we exist to transform the ways in which organisations connect with, engage and inspire consumers, customers and citizens. We use data, insights and technology to make creative solutions with the sole purpose of inspiring people to take action.

We're changing behaviours, transforming communications and making a positive difference to the people, markets and communities we serve.

Together with our parent company Baird Group, CDS is positioned as a leader in complete information and communication solutions. We have been recognised by the industry and our peers for our innovation, and contribution to connected experiences:

- Winner of Prolific North Digital Agency of the Year 2017
- Winner of Idea of the Year competition from ideasUK
- Drum DADIs: The Metropolitan Police website project won the Best Public Sector Website, App or Campaign award
- Digital Impact Awards: Won Silver in the Best use of digital from the public sector category for the Development of the Metropolitan Police's new website

- Digital Impact Awards: The Metropolitan Police Intranet project won 'Highly Commended' for Best Intranet in the Best use of digital to an internal audience category
- Winner of the bronze Episerver Partner Award in the public sector category
- Finalist in Drum DADI Awards for Best Agency of the year
- Finalist in the Property Week Management All Stars Awards for the Property Management Software Provider of the Year
- BIMA Awards: Finalist in the Technology Conscience category with Metropolitan Police Service website

About the Role

We are currently looking for a Business Development Manager to join our growing sales function. You'll need to be a full '360 sales' professional managing all aspects of business development including target identification, securing and managing client meetings, listening and understanding client needs, addressing client concerns and objections, managing CDS resource and subject matter experts in defining opportunities, proposing solutions, negotiating, obtaining commitment and closing the deal.

At CDS, our Sales Professionals are consultative and expected to quickly develop credibility with customers and prospects, building trust through professionalism and an intimate knowledge of the client, their market, industry challenges and the application of CDS services for improved operational efficiency, agility and financial performance. The role will report to the Director of New Business & Account Development.

You will be involved in a variety of activities, but primarily we'd like you to:

- **Drive** new business into CDS UK target markets as part of an integrated sales and marketing team ensuring quality pipeline coverage and service mix
- **Lead** the development of winning propositions and solutions that exceed client needs and deliver measurable business improvement
- **Produce** industry leading content from written proposals and bids to client presentations and pitches
- **Own** the commercial targets for the role demonstrating accountability and best practice across all systems, business processes, sales data and forecasting

As you develop, you will build up a broad base of knowledge for your future with us. Across all of these areas you will be expected to use your initiative and drive to produce successful results and, it goes without saying, that team-working will be crucial to your success.

Essentials for the Business Development Manager:

- Previous sales experience in either Marketing / Communications / Technology services. Ideally with some exposure to the wider Multichannel and / or Digital landscape (i.e. Enterprise web/intranet environments, Development, BI & Analytics or Marketing Campaign Management and Execution ATL, TTL, BTL etc). It would be an advantage if you have had some exposure to technical conversations such Cloud, Data, Content Management, UX/CX either as direct sales responsibility or exposed to market trends / solutions
- Proven experience of meeting and exceeding commercial targets in a sales driven environment
- Demonstrable experience of holding a successful new business development focused role previously
- Demonstrable experience of building relationships at C-suite CDO, CCO, CIO and CMO as examples
- Able to follow up all marketing campaigns and activity to qualify opportunities in an effective manner and build pipeline with rigour and pace
- A team player with excellent verbal and written communication skills, with the capability to network effectively - internally and externally
- Empathetic and able to articulate a complex / sensitive sales pitch effectively
- Good at information gathering and management
- Organised and with excellent attention to detail
- Self-motivated, autonomous, lots of initiative and able to work to deadlines
- Fully conversant with Microsoft office applications (Word, Excel, PowerPoint, SharePoint), email and internet
- Knowledge of using CRM systems, ideally HubSpot
- Naturally inquisitive, adventurous and a desire to challenge the status quo
- Ambitious and keen to be successful

The ideal candidate will possess an inherent drive for results, motivation and acute attention to detail. They can work independently, use their own initiative and cope with complex competing demands.

The Successful Candidate will be:

- A self-starter able to set and manage goals
- Passionate for knowledge, as this is a fast paced, constantly evolving consumer driven / technology driven market
- A strong, honest communicator who possesses excellent verbal, listening and written skills
- Eager to build relationships with clients and colleagues alike
- Able to demonstrate consultative behaviour

Whilst we provide a comprehensive induction programme, 1-2-1 support, mentorship and access to education and sales development through our the CDS Sales Academy, the speed and direction of your progress will ultimately be in your hands.

Perks

Opportunity to travel across the UK with regular travel to London
Complimentary fruit, coffee, tea and beers on a Friday!
All the equipment you need to succeed
Opportunity to work with some of the most recognised national and international brands

Compensation

Competitive salary and an attractive, uncapped commission structure
Exciting career development in a fast-growing company
25 days holiday + bank holidays

Our inclusive Culture

CDS UK positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity. We foster an inclusive culture that enables everyone to achieve their full potential and enjoy a fulfilling career with us.