

## **JOB DESCRIPTION**



**Job Title: Business Development Executive**

**Reporting to: Marketing Director**

### **Company**

Advantage are a Microsoft Gold ERP Partner and Microsoft Small Business Specialist providing small-medium sized businesses with Microsoft Dynamics solutions and IT Support and Managed Services.

### **Business Development Executive Job Description**

#### **Objective of Role:**

This is a fantastic and unique opportunity to join a fast-growing Microsoft reseller based in central London. The primary objective of the role is to help drive the growth of the business through nurturing leads to aid the lead generation process. This is an excellent opportunity for a Business Development Executive who wants to make an impact and support a small marketing team.

You will need knowledge across all aspects of the marketing mix including digital, events, branding, telemarketing and lead generation activities.

#### **Primary Responsibilities**

- Lead nurturing and the introduction of leads to our in-house sales team
- Profile and update lead and customer contact information and intelligence
- Undertake outbound telemarketing nurture calls and email activities to prospects to generate sales introductions and leads
- Maintain lead records daily in Lead Forensics and the CRM system
- Ensure that leads are passed to the sales team and monitor the follow up appropriately
- Help define data lists of potential customers
- Cleansing the database to ensure all information is kept up to date
- Following up marketing event attendees
- Relationship building with all prospects
- Researching prospects
- Undertake any other task commensurate with the requirements of the post
- You may be required to undertake other duties from time to time as we may reasonably require.

**Position Requirements:**

- Lead generation experience in a business-to-business environment
- Research skills
- Telemarketing experience
- Database management
- Knowledge of organisational buying behaviour and the influences upon it
- Knowledge of CRM systems would be beneficial

**Personal Characteristics:**

- Able to project manage multiple marketing activities and campaigns at any one time
- Able to work across multiple business units
- Positive thinker with a can-do attitude
- Astute, diligent and commercially aware
- Clear thinking and good communicator
- Able to interpret and understand complex issues
- Must be self-disciplined and able to manage own workload and use initiative
- Excellent verbal and written English and grammar skills
- Must have a good attention to detail

**The Perks**

The position offers a competitive salary and benefits plan, including 3% pension, health care, death in service.cover, eye care and 1 professional subscription.

Advantage is an Equal Opportunity Employer.