

## **Business Development Manager**

Yarrington is a integrated creative agency that has built its reputation over the past 12 years both locally and across the UK. Whilst other agencies are tightening their belts, we have a very strong order book and still see much room for growth. We work across a variety of disciplines - traditional and digital, and have several areas of specialist knowledge and expertise.

### **The role:**

As Business Development Manager your role is to oversee, co-ordinate and implement all aspects of business development and new business with the full support of the Directors. You will build and maintain a pipeline of good opportunities that will enable the business to continue its rapid path to growth.

### **Key Responsibilities:**

- Play a key role in the business development strategy and execution
- Identify prospects/opportunities through reactive and proactive prospecting
- Generate leads through all channels of communication
- On-going relationship building with prospects
- Attend new business meetings
- Database management
- Develop new initiatives for engaging prospects
- Actively broaden company exposure through networking events, conferences & workshops
- Develop and update marketing materials with marketing team
- On-going reporting to management on all business development activity
- Work closely with, and co-ordinate teams for writing presentations, attending pitches, and collating follow-up materials for potential clients. You will work towards ultimately leading a pitch team

### **Successful candidate profile:**

- Good understanding of marketing agency world
- Minimum 2 years experience of new business development in creative/marketing area (or new business consultancy)
- Passionate about new business
- Self confident, presentable and very articulate
- Good hard working attitude
- Team player
- Plenty of initiative with willingness to bring new ideas and approaches
- The ambition to make a difference
- Honest, open and down-to-earth
- Good international perspective

This position will carry a substantial basic salary, an uncapped commission structure and additional benefits.

Suitable candidates should apply in the first instance by email to [bdm@yarrington.co.uk](mailto:bdm@yarrington.co.uk) attaching a copy of their current c.v.