



## Business Development Executive

£26,000 - £28,000 depending on experience with OTE of up to 25% plus discretionary bonus.

(Full-time or 2-people job share)

**nesma is the leading provider of both CIM (Chartered Institute of Marketing), CIPR (Chartered Institute of Public Relations) and wider digital, marketing and communications programmes with our Head Office in Newcastle upon Tyne. We work with clients throughout the UK and internationally and have ambitious plans for growth over the next three years.**

### The Role

This is a great opportunity for a Business Development Executive to be responsible for developing new business across the UK, achieving or exceeding individual targets and contributing to overall business objectives. The role will primarily provide outbound campaign management and deliver B2B call programmes to marketing managers/directors, HR and training managers in mid- to large organisations with marketing teams and marketing and PR agencies.

The role offers the potential to progress to include account management after a period of successful new business sales in the marketing and PR training industry.

You will proactively find and qualify new leads for conversion within the sales pipeline. Utilise a solution-based selling approach based on CIM/CIPR training knowledge, short courses, and masterclass offers to maximise potential opportunities.

Participate in preparing quotations and proposals, ensuring that commercial details are accurate and achieve business margins. Engage primarily with learner sponsors, managers and other associated stakeholders to identify and qualify new potential organisational accounts in an effective manner.

### The Person

We are seeking an individual with a minimum of one year's sales experience who can maximise the sales potential of every call, ensuring that individual targets are either met or exceeded. Record all relevant information from customers, utilising the company's standard procedures and CRM tools, so that any follow-up action is effective, efficient, and within agreed timescales.

You excel in time management and organisation; you are competent in the use of Word, Excel, PowerPoint, and CRM. Good listening and questioning techniques, outgoing, and an excellent verbal communicator with a pleasant, confident telephone manner.

You are sales-orientated with the drive and determination to succeed. Good numeracy, including the ability to calculate margins and discounts accurately. A creative thinker who is passionate about sales and developing new businesses.

## The package:

- £26,000 - £28,000, depending upon experience.
- Up to 25% bonus for on target earnings per annum.
- Part-time or job-share available.
- Hybrid working based in Newcastle upon Tyne, with flexible hours.
- 25 days + bank holidays annual leave or pro rata.
- Supported training and development programme to upskill on systems requirements and to develop programme based around personal development goals.
- Annual wellbeing budget of up to £500 per annum.
- 1 day volunteering support per year.
- Pension contributions of 7% employer and 3% employee.
- Additional discretionary bonus at the end of the financial year, depending on company performance.

## To apply:

Please submit a full CV and cover email explaining why you could bring value to this role to [veronica.swindale@nesma.co.uk](mailto:veronica.swindale@nesma.co.uk) by Friday, February 23, 2024.

TusPark Newcastle, 27 Grainger Street, Newcastle upon Tyne, Tyne & Wear, NE1 5JE.

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