

JOB DESCRIPTION



Job Title:	Business Development Manager
Responsible to:	Managing Director, and the Operations Director
Status:	Full Time / Permanent
Location:	North Manchester / Remote Working
Salary:	Negotiable upon experience

About LDM (UK):

Businesses are always looking for the most cost-effective advertising methods to promote their products and services. This is where LDM steps in; utilising a wealth of knowledge and experience in the print and direct marketing industry.

Based in Manchester, LDM is one of the leading direct marketing companies in the North West, offering a professional print and distribution service to both SME's and large corporations.

We pride ourselves in providing a service second to none; cost effective, results driven, customer focused marketing campaigns across the UK.

We have a friendly and professional network of distribution teams, to help advertise companies to almost 30 million households across the UK. As well as an innovative, customer centred team who work flexibly either from our modern office space in Manchester or remotely.

Why work for us:

LDM is one of the most reputable direct marketing companies in the UK, working with both local and national organisations, as well as working with some of the UK's most well-known brands and agencies.

We have a very friendly and relaxed ethos, but we also have a strong drive to succeed. We are continuously striving to grow in our field, making LDM an exciting place to work for; no two days are the same!

We present an opportunity for a long-term career, with a very competitive salary, performance-based incentives and a fantastic career development within the marketing industry.

We understand the importance of work-life balance and so we offer flexible, remote-working. A company laptop and phone will also be included.

Key Responsibilities:

- To deliver on a £750,000 - £1,000,000 expected sales target per annum (negotiable depending on previous experience). Progress will be reviewed each quarter, with great performance rewarded via incentives such as increasing salary increments.
- To manage your own portfolio of new accounts for LDM, looking after every aspect of the customer journey from start to finish. Every client is different, and the expectations for each one can vary from weekly updates, design & print recommendations to negotiating better deals.
- To maintain a great relationship with all your clients to ensure all accounts progress, with all communication up to date and documented within our internal CRM system.
- To retain a minimum of 90% of clients, with a strong focus on stewardship to result in repeat custom.
- To utilise and grow your own network to attract new custom, via a number of different channels e.g. LinkedIn, networking events etc.

- To liaise with our delivery teams to always ensure that agreed time-frames are met, leading to the best customer experience.
- To ensure payments from your clients are received in a timely manner to avoid delays.
- To comfortably deal with any customer complaints and/or concerns that may arise.

Person Specification:

In a competitive industry, we are looking for a highly ambitious, target driven, self-motivated individual to join our growing team and help drive LDM's new business strategy forward.

The ideal candidate will have the ability to hit the ground running, able to quickly establish strong relationships with new, potential clients, using their own initiatives to generate new business. They will have a strong, established network they can utilise to gain new custom.

They will be able to work independently, as well as part of a team where necessary. Excellent communication and organisational skills are essential. We are looking for someone with a strong background in sales / business development. A marketing background is desirable, but not essential.

Applicants should be able to demonstrate that they can meet the following:

Selection Criteria	Essential or Desirable
Knowledge and Experience	
Experience in securing and dealing with large, high net-worth accounts	E
Experience in providing excellent customer service	E
Experience in successfully delivering on high sales targets	E
Experience of managing client accounts effectively	E
Good understanding of the print and direct marketing industry	D
Previous experience in marketing	D
Skills	
Ability to work to high sales targets	E
Ability to secure and retain new clients	E
Excellent verbal and written communication skills	E
Ability to work independently and manage own workload	E
Strong interpersonal and networking skills	E
Ability to convey the company's work with confidence and credibility	E
Ability to communicate the value of our services to all levels within a business	E
Ability to develop a healthy, rolling prospect pipeline	E
Strong organisational skills, utilising the company CRM system, keeping client files up to date.	E
Ability to work to multiple deadlines / timeframes	E
IT literate and confident user of LinkedIn & Microsoft Office	E
Being adaptable and able to tailor your approach to best suit the customer	E
Ability to manage marketing campaigns	D
Behavioural Qualities	
Results-driven	E
Driven to succeed	E
Confident in all abilities	E
Ability to build excellent working relationships with both individuals and organisations	E
A team player	E
Committed to the goals of LDM	E
Customer Focused	E
Friendly & professional approach	E
Passionate about Print & Marketing	D
General	
Candidates must be happy to work remotely and from Manchester office.	E
Candidates must be happy to setup meetings with clients both online and face to face.	E
A full UK driving licence is desirable	D