

Business Development Manager

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Company: 3ECRUIT

Location: United Kingdom

Category: other-general

BUSINESS DEVELOPMENT MANAGER – CREATIVE & DIGITAL SERVICES WHAT YOU WANT TO KNOW Basic Salarywide / remoteBonus / commission / car allowanceLeading creative digital agency**COMPANY** My client is a dynamic and versatile creative agency with a strong emphasis on storytelling and forging meaningful connections between brands and their audience. Your commitment to clear communication and the ability to tell compelling stories across various mediums, including print, online, and video, showcases your dedication to delivering impactful brand experiences. **ROLE DETAILS** Focus is on driving business growth and lead generation within a B2B environment. This role entails developing new connections, creating campaigns, and generating lead opportunities aligned with their overall strategy and professional marketing services offering. The individual in this role would be responsible for planning for sector diversity and utilizing creative solutions to drive sales growth. Collaboration with the Business Director, Creative Director, and the wider studio team would be essential to align efforts with strategic objectives and achieve targeted sales growth for the client. **ESSENTIAL EXPERIENCE** Identifying and cultivating new business opportunities within the B2B sector. Developing and executing targeted marketing campaigns to generate leads. Utilising creative approaches to differentiate their offerings and attract potential clients. Collaborating with the Business Director and Creative Director to align sales efforts with the overall company strategy. Monitoring industry trends and adapting strategies to capitalize on emerging opportunities. Analysing sales data and performance metrics to optimise lead generation efforts. Building and maintaining relationships with clients and key stakeholders. Overall, this role plays a crucial part in

driving the agencies growth by strategically expanding its client base and driving sales within the B2B market.

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