

Business Development/Marketing Specialist

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Company: SRG Network

Location: United Kingdom

Category: other-general

Business Development/Marketing Specialist | Crypto/Blockchain | London Hybrid

Business Development/Marketing Specialist required for an exciting non-profit organisation headquartered in London. They are supported by one of the biggest names in Crypto.

Please note for the Business Development/Marketing Specialist vacancy, experience within blockchain is essential.

What's on offer to you?

Fast growing organisation

Hybrid working

You will be part of the key team for driving new projects

What You Will Be Doing

Conduct thorough market research to identify new business opportunities and trends in emerging technology risk.

Analyse market data to understand customer needs, competitor activities, and potential for new market penetration or expansion.

Develop and implement strategies for lead generation through various channels, including digital marketing, networking events, industry conferences, and social media.

Qualify leads to ensure they meet the company's target customer profile and are likely to convert into sales.

Engage with potential clients through cold calling, emails, and meetings to present the company's tools and products.

Develop tailored pitches and presentations to highlight the benefits and features of the company's offerings, specifically addressing the risks and challenges faced by the client in emerging technologies.

Build and maintain strong relationships with existing clients, understanding their ongoing needs and ensuring they are satisfied with the company's services.

Identify opportunities for upselling or cross-selling other products or services to enhance customer value.

Participate in strategic planning with the company's leadership to develop growth strategies based on market analysis and sales performance.

Set sales targets and develop plans to achieve these goals while monitoring progress and adjusting strategies as necessary.

Ensure that all sales practices comply with industry regulations and ethical standards.

Monitor sales performance and other key metrics to evaluate the effectiveness of sales strategies and lead generation activities.

What You Will Need to Succeed In This Role

Essential knowledge of the blockchain industry.

Experience with GTM (go to market) Strategy.

Proficiency in market research and analysis to identify business opportunities and trends.

Expertise in developing lead generation strategies across various channels including digital marketing and social media.

Strong client engagement and negotiation skills for sales and client acquisition.

Ability to build and maintain client relationships, with skills in upselling and cross-selling.

Experience in strategic planning and setting sales targets, along with the ability to adjust strategies based on performance.

Knowledge of industry regulations, ethical standards, and risk management in emerging technologies.

Proficiency in monitoring sales performance and preparing reports with insights and recommendations.

Self-sufficiency: competency to handle and take ownership of all the responsibilities with no more than one junior person in their charge.

Keywords: Business Development | Marketing | London | Hybrid | Blockchain/Crypto

Job Information

Job Reference: Salary: Salary From: £0Salary To: £0Job Industries: Sales & MarketingJob

Locations: United KingdomJob Types: Permanent

Apply for this Job

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