

Business Development Manager (Consumer)

The Company

- We're a multi-award winning PR agency, based in the bustling heart of Soho
- We recently won the Media Employers of the Year award which hopefully says something about how we value our biggest asset....our staff
- We've been 11 years in the business and were founded by a former national newspaper editor
- But – we're lean, agile and 100% focused on growing our business
- You'll become part of our growing team and, with your help, we'll take it to the next level
- Our diverse client base includes major brands like Disney, HUGO Boss and Reebok, individuals, entrepreneurs, SMEs, corporates and startups

Your Background

- You are a career sales professional (this isn't a PR job and it won't lead to one), with experience in selling B2B media / agency / advertising / PR services
- A great network of professional contacts who'll take a meeting with you tomorrow
- You are a confident and articulate communicator, well versed in writing proposals and a highly experienced pitcher
- 3 years + experience in selling to businesses
- Experience / personal interest in consumer facing brands in the, fashion, beauty, lifestyle, retail, health and fitness sectors preferable
- A proven record of building win-win relationships and spreading positivity
- Ability to take your own initiative, set your own priorities

Your Responsibilities

- Your chief objective is to drive new business for our award winning Consumer PR Team
- You'll sell our PR services to business who are selling to consumers, mostly operating in the retail, health, beauty and food and drink sectors (but we're open to developing more)
- Your job is to let them see how our PR services can help them win the hearts and minds of mass consumer audiences by:
 - Maintaining & managing a healthy pipeline of your own meetings
 - Making outbound sales calls and outreach
 - Working with the Consumer PR Team to identify opportunities
 - Responding to inbound briefs
 - Understand and communicate prospects' needs to rest of team so we can put together excellent proposals
 - Being part of the pitching process from start to finish
 - Networking, event attendance and entertaining contacts where appropriate.
- You'll keep the Sales & Marketing Team, the Consumer PR Team and Management up to date with regular reporting
- You'll reach and exceed monthly and quarterly targets to reap the benefits of our generous bonus structure
- Update company customer relationship management (CRM) software with meeting notes & updates.
- Maintain a strong relationship with colleagues.

Your Deliverables:

- We'll together finalise your work plan, which will include targets that focus on:

- Outbound leads generated
- Meetings set up
- Deals closed
- As you progress there will also be the opportunity to get involved in more strategic growth and direction

What You Get

We offer a variety of performance incentives, a comprehensive training and development plan as well as a diverse benefits package to ensure that you are rewarded as highly as possible. We can provide more detail on this when we meet although, put simply, we believe in recognising, encouraging and rewarding talent.

The Team

PHA people have a real love and genuine passion for the media, are driven by results and are hugely successful. We think creatively in order to differentiate ourselves, develop new approaches and deliver an outstanding level of service to all. Our success is driven by the commitment, work ethic and exceptional communication skills of our team and if this sounds like you, we would love for you to get in touch. You can send your CV and covering letter to lucyg@pha-media.com

Hours: Hours will be 8:30am to 5:30pm Monday to Thursday and 8:30am to 4pm on Friday.