

## **Job Spec: Business Development Executive**

PHA Media is an award winning PR agency, based in the bustling heart of Soho. We are looking for a highly motivated individual to join our expanding Sales & Marketing Team in the role of Business Development Executive with the chief objective of driving outbound sales.

Reporting to the Director of Sales & Marketing and working closely with the Sales Manager, the successful candidate will be energetic, proactive and resilient, making several outbound sales calls per day. They will be entrepreneurial and creative in their approach to new business, relentlessly identifying new opportunities. This role is for a career salesperson who is passionate in their pursuit of identifying and closing deals.

### **Duties**

#### **Outbound Sales Activity:**

- Application to sales calls and dedication of regular chunks of time to vocal sales
- Daily outbound activity in the form of cold calling, door knocking and LinkedIn approaches
- Fulfilment of a weekly and monthly outbound quota of calls and qualified leads
- Proactive approach to identifying 'ad hoc' sales leads daily (from various new business sources)
- Identification of and prompt response to new business leads
- Creative approach to generating new business, constantly coming up with new ideas as to how to approach and win new business
- Leading PHA new business campaigns: working with the Director of Sales & Marketing and the Sales Manager to clarify strategy and tactics, working with the PR teams to gather supporting sales material, resourcing campaigns through outbound activity and creative approaches

#### **Inbound Sales Activity:**

- Respond to incoming sales leads promptly
- Handle incoming calls and emails, collecting and logging information, directing enquiries to the relevant PR teams, sending proposals and credentials packs

#### **Reporting:**

- Keeping matrices and reports up to date on a weekly basis, including number of calls made
- Maintenance of accurate and up to date data in the sales CRM for pipeline reporting
- Internal reporting at the Monday sales meeting and Thursday tactical team meetings
- Strategic reporting on new business campaigns, providing insight into our success and conversion
- Strategic reporting on new business activity such as email marketing campaigns
- Networking and event attendance: providing ideas, attending and bringing back leads to the business

### **Personal Profile & Requirements**

The successful candidate will have real commercial acumen with a talent for sniffing out leads and prospective deals. They will not be afraid to pick up the phone and 'get out there', breaking down doors with new contacts and raising the profile of PHA. In PR, timing is everything and the successful candidate will be expected to identify and respond to leads in a timely fashion in order to have the best chance of winning.

PHA Media operates across several different verticals, including Sports & Leisure, Consumer & Lifestyle, Entrepreneurs & Business, Public Affairs, Corporate Comms, Technology & Innovation. With this in mind, the successful candidate will be expected to be a confident and articulate communicator, with high standards of spoken and written English. They will strive to constantly improve their prove knowledge of PHA stories and

continually refine their personal sales technique: finding answers to challenging questions and always keeping in mind the objective of getting potential clients into the office to meet senior PR experts.

As one of the 'top 20 independent agencies', PHA Media embraces the culture of busy agency life. The successful candidate will be expected to put the hours in and work hard as we expect a very high professional standard of all of our staff. However, they will also enjoy the many rewards that are on offer to employees. As this is a pure sales role, generous bonuses are paid for cold leads that the business wins from the individual's sole efforts.

Although the successful candidate should be dogged in their pursuit of their sales goals, this should not preclude them from being personable and a team player. This is a small and collaborative team and the candidate will be expected to develop relationships with their colleagues as well as all internal customers across the PHA teams.

Professional experience or personal interest in one or more of our verticals is desirable.

Entry level (either from a career sales grad who has received sales training) or one to two years pure sales experience preferred.

#### **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 & Covering Letter to [lucyg@pha-media.com](mailto:lucyg@pha-media.com)

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