

Business Development Executive – BrandIndex

Department: BrandIndex
Location: 50 Featherstone Street, EC1Y 8RT, Central London
Reports To: Sales Manager
Hours: Full Time (37.5hrs)

YouGov is a provider of world leading research. We are a fast growing business, developing ground breaking consumer research reports for a number of different sectors. We require a tenacious, proactive Business Development Executive that is enthusiastic and driven to reach their targets in order to earn great financial rewards.

Overall Objective

- To develop new business from both existing and particularly new clients
- To support the Head of Department in the development of new business and marketing initiatives

Key Responsibilities

- Sales and promotion
 - To agree targets, both financial and structural (i.e. organisation specific), with the Department Head and deliver on these targets
 - To sell and promote BrandIndex products to new clients
- Client liaison
 - To advise and build positive relationships with clients on new projects
 - To network effectively with potential clients through various means of opportunities
- Proposal writing
 - To ensure the most effective solution (to the client) and most profitable solution (to YouGov)
- Subject knowledge
 - To be an expert on the service and the sector in which you sell too
 - To react to and work with the Head on issues in the sector(s) which present YouGov with new business opportunities
- Presenting to prospects
 - To oversee, prepare and deliver new business presentations of the service to prospects
- To ensure client satisfaction and to represent YouGov plc in a professional and ethical manner at all times. To ensure queries not relevant to the department are passed on to the relevant contact or department promptly.
- To protect YouGov in all client relationships and act with integrity at all times.
- To operate with a strong commercial awareness in order to minimise exposure and ensure quality business is generated and retained.

Personal attributes

Are you:

- Money motivated and hungry for success?
- Energetic, determined and confident?
- Results driven?
- Self-disciplined?
- Self-motivated?

Do you have:

- A positive attitude?
- Excellent organisational and time management skills?
- A professional manner?
- Good listening skills and communicate effectively with a wide range of audiences?

Skills required

You should have:

- Excellent interpersonal skills
- Good telephone manner
- Strong initiative, negotiation and influencing skills
- Problem solving, analytical and numerical skills
- Good client focus and handling skills
- Good written, oral and electronic communication skills
- Strong business and commercial acumen

You should be:

- Proactive in account management and sales focus
- Able to self-organise and self-manage to achieve business development targets

Experience required

- Targeting and management of potential clients with a professional services offer (ideally research based)
- Excellent track record of sales performance

Education and qualifications

- Educated up to at least degree level from a good university
- Fluent written and spoken English

What we offer

- Training and development to become a world class salesperson
- Attractive commission structure with no cap
- Outstanding career progression

This is not an exhaustive list, and you will be expected to be flexible in your approach to carrying out your duties, that may change from time to time to reflect changes in the Company's circumstances. This will include providing cover for colleagues as required. The Company therefore reserves the right to vary the job description in consultation with you.

All YouGov plc employees are expected to comply with the Company's policies, rules and procedures as outlined in the handbook, health and safety manual and all other publications.

Please send your CV and covering letter to vacancies@yougov.com