

Business Development Manager

Department: Data Intelligence Unit
Location: 50 Featherstone Street, EC1Y 8RT, Central London
Reports To: UK Head of Sales
Hours: Full Time (37.5hrs)

Overall Objective

- To develop and close new business for YouGov Profiles – the new exciting and innovative tool for media planning, segmentation and forecasting
- To support the UK Head of Sales in the development of new business and marketing initiatives

Key Responsibilities

- **Close sales of YouGov Profiles to agency and end clients**
 - Manage a strong sales pipeline
 - Meet and exceed monthly call, meeting and sales KPIs
 - Ensure personal targets are consistently over achieved
- **Sales and promotion**
 - To agree targets, both financial and structural (i.e. organisation specific), with the UK Head of Sales and to deliver on these targets each quarter
 - To sell and promote YouGov Profiles to new clients and prospects across the UK
 - To undertake prospecting duties as necessary to develop new business opportunities on behalf of YouGov. It is envisaged this will involve cold calling, networking events, conferences and meetings all of which will represent a significant part of the day to day function of the Business Development Manager
- **Product development**
 - To work with clients and prospects as well as the DIU product teams to understand their needs to feed into the product development process in order to maximise sales opportunities
- **Client liaison**
 - To advise and build positive relationships with senior decision makers within clients encouraging greater use of Profiles
 - To network effectively with potential clients through various means of opportunities
- **Proposal writing**
 - To provide input (as required) to proposals working with the YouGov Profiles and UK commercial teams
- **Presentation and report writing**
 - To prepare and deliver presentations of YouGov Profiles, which provide clients with information of how YouGov Profiles can provide solutions to the business issue
- **Organisational management**
 - To contribute to the wider management of YouGov as required
 - To manage workload in an effective manner to ensure that all tasks are met
 - To be aware of other products and services that YouGov offers and look for cross-selling opportunities
- 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.

Skills required

- Strong business and commercial acumen
- Good presentation skills
- Excellent interpersonal skills
- Strong initiative, negotiation and influencing skills
- Proactive account management and sales focus
- Ability to self-organise and self-manage to achieve business development targets

Personal attributes

- Self-discipline
- Self motivation
- Positive attitude
- Excellent organisational skills
- Professional attitude
- Strong desire to succeed

Experience required

- Targeting and management of potential clients
- Experience of maintaining a complex sales cycle
- Excellent track record of 7+ years of sales performance
- Experience of sales or client service in a market research environment (experience with syndicated data and particularly segmentation and media profiling products desirable)

Education and qualifications

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

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