

## **Business Development Executive**

**Fixed-term 12-month contract (with potential to renew)**

**Part time (24 hours per week)**

**Thriving Market Research & Analytics Agency, KT11**

### **Role Overview**

We are looking for an experienced, enthusiastic and engaging business development executive to join our growing Analytics & Insights agency.

### **Company Background**

Since 2005, Bonamy Finch has been providing analytically-driven consumer insight services to a broad spectrum of consultancies and research agencies, as well as working directly with some of the world's leading brands.

Bonamy Finch is a privately-owned company, and our success is driven by our relentless commitment to providing analytical and research excellence for our clients. Following a strategic review we have renewed focus on organic growth, and are looking for internal business development support to help drive this.

### **Responsibilities**

- Gain a thorough understanding of the company's strengths, unique selling points, and development priorities
- Identify project opportunities within existing clients, both in UK and Sweden
- Develop trusted relationships with existing clients to enable initial selling in and meeting generation
- Identify prospects outside current client base (again both in UK & Sweden)
- Proactive lead generation, up to and including initial meetings with new clients
- Maintenance of client contact database
- Work with internal teams to create appropriate collateral, marketing materials and PR activities that help with business development
- Ensuring any new business streams are profitable (i.e., don't just add turnover)

### **Key Skills/Experience**

- Direct experience of market research and/or analysis preferable
- University Degree helpful, not required
- Previous business development experience necessary
- Excellent telephone manner

- CRM Literacy (e.g., Salesforce, Highrise, etc.)
- Outstanding organisational, prioritising and time management skills, research and persuasion skills, and a strong self-starter
- Excellent probing and listening skills, to uncover the prospect's hot business issues
- Ability to learn quickly about our company market research and analytics offer and align against client business issues
- Ability to maintain a high call rate and to assess prospect's "fit"
- Excellent communication skills – both verbal and written
- Assertive and self-driven (e.g. good at establishing the decision maker and qualifying the lead)
- A record of being tenacious and results oriented

### **Remuneration**

Will depend on experience plus aptitude. For this part-time role (24 hours a week) we will offer a basic salary of between £12,800 and £23,040 (full time equivalent of £20,000-£36,000) plus generous bonus scheme directly related to business impact, plus company pension contribution.

We have very high staff retention, and are a friendly, collaborative team. We have previously been nominated for the MRS Best Place to Work award.

This is an initial contract of 12 months, 24 hours a week, with schedule to be agreed with successful candidate.

### **Location**

Bonamy Finch is based in Cobham, Surrey and so the successful candidate must be willing to commute to our office.

The office is 25 minutes walk from the local train station (two trains an hour to/from Waterloo via Surbiton and Clapham Junction). Alternatively, we are based just 10 minutes from Junction 10 of the M25.

### **Equal Opportunities**

Post holders must at all times fulfil their responsibilities with regard to our equal opportunities policy and equality laws.

### **Health and Safety**

All post holders have a responsibility, under the Health and Safety at Work Act and subsequently published regulations. Employees as individuals of the Company have a statutory duty to co-operate together to promote health and safety best practice.

### **How to apply**

Please send a covering letter, brief CV and examples of your previous work in PowerPoint and Adobe by email to Peta Poyser, Office Administrator – [info@bonamyfinch.com](mailto:info@bonamyfinch.com)