

JOB DESCRIPTION

Job title	Business Development Manager
Location	Cambridge
Department	Marketing
Line manager job title	Head of Marketing & Business Development

Overview

This role is responsible for identifying, engaging and meeting with new clients, introducing prospects and opportunities to PEM and subsequently, our client partners. The role will proactively introduce PEM's full range of services to promote our 'one connected team' strategy, supporting our clients at every step of their journey.

Key accountabilities

- Working with Business Development colleagues to identify prospects, then initiate contact and facilitate introductions with client partners to ensure continuity in relationship management.
- Develop and implement business development strategies, working with the Head of Marketing and client partners, focusing on enhancing relationships, driving revenue and increasing client satisfaction/experience.
- Build relationships and work closely with colleagues across PEM, to identify and develop cross-service line opportunities and ensure that we are thinking as one connected team to present our full expertise to multiple market sectors.
- Work as a key part of the Marketing and Business Development team to develop BD and marketing materials to support our BD efforts.
- Seek out and attend relevant external conferences and events, representing PEM and actively networking in the market to build and maintain relationships, staying up to date with relevant changes in the accounting and tax sector.
- Work with our market research and client teams, develop and report on potential targets, qualify leads and record all interactions in our CRM platform.
- Drive forward the firm's 'new business' culture, regularly communicate with the Head of Marketing and client-facing stakeholders, educate on best practice and support our ambitious growth targets.

Person Specification

- Substantive experience in a similar business development role
- Experience in a B2B professional services sales environment (ideally accounting and consulting)
- Excellent communication skills, in particular negotiating and influencing at senior level
- Solid data and analytical skills – able to produce reports and statistics, and 'join the dots' to uncover opportunities
- Strong organisational skills and personal effectiveness, with a focus on commercial results
- Curious mindset, with a focus on continuous improvement
- Knowledge of key sectors within the Cambridge market e.g. technology, life sciences, property and construction.