



POSITION DESCRIPTION

Position Title: Business Development Manager	Date: April 2013
Department: Sales	Position code:
Sub department:	Position level: C (Senior Specialist / Supervisor)
Location: Auckland	Geographic scope: New Zealand
Reports to: Sales Director, Auckland	
Direct Reports: Nil	
Size of role: Revenue of up to \$750,000	
Critical relationships: General Manager, Sales Directors, Account Management teams, Insights Consultant, Client Experience Manager, Clients' and potential Clients'.	
Overall job purpose: The Business Development Manager is responsible for securing new revenue within iSentia's existing portfolio of clients as well as seeking out new clients. The role is expected to have a focus on hunting new business. The role ensures an excellent client experience at all times and works in collaboration with the account teams to ensure smooth transition of accounts into the business.	

KEY RESULT AREAS

1	Achieve set revenue growth.	Good performance defined	Weighting
	<ul style="list-style-type: none"> • Achieve personal sales targets by developing new business with existing and potential clients. • Take a solutions and consultative sell approach to ensure clients' needs are accurately met. • Create and implement a structured plan to achieve set targets. • Develop and implement sales strategies. • Undertake cold calling, ensuring that the number of calls meets call targets as set by management. • Schedule and attend client meetings, ensuring that number of meetings meets targets as set by management. • Participate in sales campaigns to drive revenue and increase product growth. • Help the business grow social media product sales. • Actively and successfully manage the sales process: lead generation; credentials pitch; asking questions; solution pitch; negotiation; close; handover to the account management team. • Prepare proposals and detailed costings and prepare contract documents for review by Sales Director prior to negotiation with clients. • Develop new business relationships. • Present effective and professional presentations on iSentia products and services. • Manage and maintain a pipeline and ensure all sales administration is kept current at all times using Salesforce software. • Develop, maintain and apply a high level knowledge of iSentia's portfolio of products and services. 	<p>Agreed revenue targets are met within defined timeframes.</p> <p>Structured plan created and followed through to achievement of targets.</p> <p>Call targets met.</p> <p>Accurate and current knowledge of iSentia's products and services.</p> <p>SalesForce is 100% up to date and accurate at all times.</p> <p>Attendance at industry related meetings/events and/or seminars.</p>	50%



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	<ul style="list-style-type: none"> Report on sales, activity and performance as required by Sales Director. Ensure activities comply with legal and ethical standards as well as iSentia policies. Actively monitor market trends through personal contact with clients and industry associated meetings/events and seminars. Provide feedback to Sales Director. 		
3	Delivers an outstanding client experience <ul style="list-style-type: none"> Deliver an excellent client experience at all times, ensuring client needs are met or exceeded. Proactive and responsive to clients and prospective clients. Deliver an outstanding sales process and sales support to clients. Proactively develop and improve processes to service clients. Transition new clients smoothly and successfully to the account management team at all times. Determine an efficient communication procedure to alerting account management teams of issues that impact client delivery or service. Offer assistance and explanation when difficulties arise ensure complaints are followed up and that satisfactory solutions are obtained for both the customer and iSentia. 	Good performance defined All clients are transitioned smoothly to the relevant account team.	Weighting 20%
4	Works in collaboration with the team, developing good working relationships <ul style="list-style-type: none"> Work closely with business development team, sharing knowledge, discussing ideas and helping the team to achieve targets. Contributes to healthy competition within the business development team. Develop strong and effective working relationships with the account management teams. Effectively communicate client information and insights to team. Ensure successful communication/works with all areas of the business. Develop strong relationships with clients and fellow iSentia employees. Accurate transfer of information from the prospect/client to the account management team. Long term career path focus to account management team, ensuring close relationships with the team provide for that development. 	Good performance defined Fosters good teamwork. Strength of working relationship with the team. Works in a collaborative way with team. Increased understanding of clients and their requirements and what makes our service valuable.	Weighting 20%
5	Ensures compliance with iSentia values, policies and standards, and ensures compliance will all local statutory requirements. <ul style="list-style-type: none"> Complies with all local legislative requirements. Adheres to company policies and procedures and the corporate Code of Conduct. Where appropriate keeps up to date with legislative requirements through membership of industry organisations. Ensures personal adherence to workplace health and safety requirements and either addresses or brings to 	Good performance defined Understands and complies with all company and legislative requirements. Can be relied upon to act respectfully and ethically.	Weighting 10%



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	management's attention when others are in breach of these requirements. <ul style="list-style-type: none"> • Acts in an ethical way when dealing with company assets and other people. 	
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CAPABILITIES

Capability description	Good performance defined	Weighting
<p>Lives the iSentia values:</p> <p>Client obsessed: passionate about the client's experience</p> <p>One Team: good, collaborative people treating each other well</p> <p>Enterprising: smart people doing things better</p>	<p>Is seen to:</p> <p>Keep their word, demonstrate a solutions focus, think about the client first, understand their client's needs and strive to add value to their clients.</p> <p>Act with integrity, value regional diversity, respect and value others, be accountable to others and to celebrate success.</p> <p>Be curious, to challenge their own and other's thinking, be resourceful, where applicable to lead and grow the industry, region and/or staff, and to keep informed.</p>	30%
<p>Action Oriented</p> <p>Enjoys working hard. Demonstrates energy & drive for things seen as challenging. Is not fearful of taking action & seizes more opportunities than others.</p>	<ul style="list-style-type: none"> • Seizes more opportunities than most. • Responds to problems/ situations energetically • Exhibits a sense of urgency in relation to goal achievement & performance • Looks for novel experiences • Is self-motivated & delivers on promises 	20%
<p>Relationship Building/Teamwork</p> <p>Establishes rapport easily. Develops long term relationships based on mutual trust & confidence. Builds & maintains effective working relationships with peers, team members & others. Works in a collaborative way with others.</p>	<ul style="list-style-type: none"> • Maintains an extensive network of technical/professional contacts/staff • Demonstrates respect towards all team members • Supports team values & decisions & models expected behaviours • Is open minded, listens to others points of view • Actively participates in the development of team values, goals & performance standards 	15%
<p>Initiative</p> <p>Proactively asserts influence over events to achieve goals. Demonstrates a readiness to generate ideas & solutions. Is self-starting & takes action to achieve goals beyond what is required.</p>	<ul style="list-style-type: none"> • Takes action to achieve goals beyond what is required • Identifies what needs to be done & takes action • Seeks out others involved in a situation to learn from their perspectives • Collects extra information that might be useful for reports or meetings. • Generates ideas for projects/activities • 	10%
<p>Operating Environment Awareness</p> <p>Understands how the business works. Is knowledgeable about current policies, practices, trends & information affecting the organisation. Is aware of competitor activities & approach.</p>	<ul style="list-style-type: none"> • Understands relationships, issues & culture, both within & external to MM & uses this understanding to anticipate impacts or outcomes, frame communication, develop strategy, positions, networks, partnerships & alliances to achieve goals &/or "win-win" outcomes • Seeks to change culture & methods of operating, if counterproductive to success • Maintains a broad network of people within the industry & related areas • Understands competitor activity, development & strategy • Acquires as much information as possible on issues that could impact the business 	10%
<p>Priority Setting</p>	<ul style="list-style-type: none"> • Identifies critical & less critical activities & projects 	



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Spends time on what's important. Quickly understands the critical tasks & puts the trivial aside. Can quickly sense what will help or hinder accomplishing a goal. Is focused.	<ul style="list-style-type: none"> • Prioritises activities/objectives making adjustments when appropriate • Spends time & the time of others on what's important • Meets goals & deadlines • *Stays focused on the agreed objectives/goals 	10%
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JOB SPECIFICATION

Position title:	Business Development Manager
Education:	Tertiary qualifications in business; sales certification.
Technical Skills:	Experience in a b2b phone sales environment; consistent track record of success in achieving and succeeding sales targets; proven ability in targeting new business opportunities; a confident negotiator with proven ability to close the deal; a positive and determined approach to researching and analysing new business opportunities.
Industry experience:	Knowledge of the market, current media issues, social media, competitor behaviour and strategy.
Management skills:	Not required
Personal qualities:	Ability to generate ideas and solutions; self-motivated and results driven; excellent relationship management skills; team player; innovative; a genuine interest in news and current affairs; excellent organisational and time management skills; attention to detail and ability to work under pressure. Proactive determined business hunter.
Technology skills:	Good Microsoft office suite competence, CRM competence
Language skills:	Fluent English
Communication skills:	Exemplary communication skills – both face to face and over the telephone. Ability to communicate effectively at all levels of an organisation.