

MNA DIGITAL

JOB DESCRIPTION FOR: BUSINESS DEVELOPMENT MANAGER

LOCATION: WOLVERHAMPTON based + field

JOB TITLE: BUSINESS DEVELOPMENT MANAGER

SALARY: DOE

HOURS: FULL TIME (Mon – Thurs 9:00am-5:30pm, Fri 9:00am-4:30pm)

THE COMPANY: We are a digital agency that offer cost-effective digital advertising solutions to SME's. Our services cover most aspects of digital marketing including search engine marketing, display advertising, website design and build, video creation and distribution and specialist reporting.

We also operate a results-driven search engine marketing agency offering Paid Search and SEO services to customers who typically have more complex needs to those serviced by the digital agency.

THE ROLE: The Business Development Manager role is to manage active subscription customer relationships and acquire new business with the larger focus being on account management. The overall objective is to grow your subscription revenues by growing existing accounts and acquiring new customers.

For active customers, you will minimise client churn, increase average spend and increase customer satisfaction.

Are you/Do you have:

- Marketing relevant qualifications
- Digital media experience
- Customer account management experience
- Knowledge of digital media landscape
- Familiar with Google products and tools (Google Analytics, Google Ads)
- The ability to communicate clearly and effectively both verbally and in writing
- Able to use Microsoft office software suite
- Strong Administration skills with good attention to detail
- Able to work to deliver against KPIs and exceed expectations
- Skilled in sales structure and process
- Self-motivated and comfortable working with minimal supervision
- Solutions focused problem solver who takes pride in delivering value
- Able to work on own initiative and with colleagues as part of a team
- Able to maintain a confidential and professional approach at all times
- Approachable
- Flexible in your approach to work

Key responsibilities of the role:

- Contact account base on a regular basis to discuss campaign performance & conduct account reviews
- Ensure that customer satisfaction is measured and feedback areas that are negatively impacting on the customer experience
- Maintain an up to date understanding of the customer's business objectives and that the chosen product(s) or service(s) are aligned with that objective
- Ensure the customer understands the value of the subscription product of service they are subscribed to

- Work with the product teams to highlight client issues and act as the voice of the customer internally
- Keep accurate records in the company CRM system
- Secure Google reviews from satisfied customers to help grow the agency's reputation for customer satisfaction
- Maintain a high level of knowledge of our client's products and services
- Increase revenues by increasing client budgets on existing or new products
- Capture and record accurate reasons for client churn and report this data back to the relevant product owners and digital management team

In return we can offer you:

- Competitive salary
- Attractive bonus structure
- Company Car
- Pension Scheme
- Perkbox

This is not an exhaustive list of requirements and responsibilities

Our client is an equal opportunities employer

Does this sound like you? To apply for the role please hit the "apply now" button and we will be in touch to advise you of the next steps.

Filter Q's

Do you have digital marketing experience?

Do you have solution sales experience?

Do you have experience using Google Analytics and Ad Words/Google Ads?