



## **Job Description**

Job Title: Business Development Executive, UK & Ireland  
Reports to: Awards Director  
Salary: £25,000 per annum/pro rata  
Contract: 2<sup>nd</sup> October, 2017 – 27<sup>th</sup> April, 2018  
Location: London, E1  
Hours: 0930-1730 (Standard office hours) flexibility is required when working to deadlines and covering team hours.  
Benefits: Great list of benefits, see [www.dandad.org/en/d-ad-careers/](http://www.dandad.org/en/d-ad-careers/)

**Job Objectives:** The primary objective for this role is to retain existing accounts whilst building strong relationships and driving new business growth within the UK & Ireland.

## **Responsibilities:**

### **Account Management/New Business**

- Account manage top-tier clients / key account agencies across the UK & Ireland, driving engagement with the Awards and D&AD's year-round activity, ensuring a holistic understanding of the organisation.
- Develop strong relationships with key account contacts ensuring you are a go to person for that agency
- Use research and outreach to drive new business growth within your market ensuring business KPI's are met
- Conduct calls and face-to-face meetings to support business retention and new business growth

### **Research & Development**

- Coordinate the annual review of UK & Ireland market
- Research potential new business opportunities to drive business growth within your market ensuring KPI's are met and great quality work is entered into the awards
- Collate feedback from the market on awards categories, pricing and trends making recommendations to inform planning
- Identify industry trends and development to inform business growth
- Identify Judges in response to the Awards Director's brief

### **Analytics & Reporting**

- Provide regular reports and analysis of market performance
- Coordinate the annual review and analysis of winners within market to inform ROI for key account holders

- Identify and report on market trends to inform planning
- Prepare and present reports, presentations, correspondence and any other documents as requested by management

### **Communications**

- Create an annual communications plans for top-tier clients / key agencies
- Create a telemarketing communications plan to engage new business leads
- Ensure an excellent standard of year-round communications to all entrants
- Coordinate the preparation and communication of D&AD annual calendar to your market
- Coordinate process of passing communications to the customer service team

### **Outreach & Partners**

- Promote use of social media amongst our entrants and associated agencies to promote awards wins and D&AD engagement within your market
- Identify, recommend and account-manage promotional partners within your market
- Deliver presentations at events and in-agency, where necessary
- Identify suitable media partners and work with D&AD PR Manager and Directors to establish partnerships that raise the profile of D&AD Awards
- Research and establish relationships with UK & Ireland rankings, ensuring D&AD is suitably represented

### **General / Data**

- Coordinate the training of additional temporary team members
- Keep accurate records of all companies and contacts using D&AD's CRM system
- Conduct annual review and cleanse of data for your market
- Identify Judges in response to the Awards Director's brief
- Drive awareness of all D&AD's activities and products within your market, upselling other products where possible

### **Skills/experience**

- Experience of working with creative industry in designated territory.
- Strong industry knowledge
- Excellent communicator
- Experience of sales/PR within the creative industry.
- Strong networking skills
- Strong commercial awareness
- Excellent written and oral communication
- Excellent influencing and negotiating skills
- Results driven and highly motivated

D&AD is an equal opportunity employer and is fully committed to a policy of treating all of its employees and applicants equally.