



Job Description

Business Development Assistant

Reports to:	Awards Director
Hours:	09:30-17:30
Salary:	£20,000 per annum/pro rata
Contract:	2 nd Jan – 27 th April 2018
Commission:	1.5% (applied to direct sales only)
Benefits:	Great list of benefits, see www.dandad.org/en/d-ad-careers/

Job Objectives: The primary objective of this role is to establish a dialogue with existing clients and new business leads, with the aim to increase participation in D&AD Awards, Festival, Training and Membership.

Key responsibilities

New Business

- Conduct research to identify award-winning talent and exceptional work from the design, communications, tech and film industries and convert into new business leads
- Engage new business leads through calls and emails to increase participation in D&AD Awards, Festival, Training and Membership. Coordinate new business pipeline to ensure targets are met and participation and awareness has increased

Account Management - Business Retention

- Build working relations with D&AD key clients, ensuring they are provided a holistic experience of D&AD, with year-round touch points and opportunities for involvement
- Ensure key clients are given all relevant information regarding D&AD activity, and enquiries are answered promptly, while providing a personal experience
- Develop an understanding of client needs and develop D&AD packages to meet these

Sales

- Meet targets to increase participation in D&AD Awards, attendance the D&AD Festival, ceremony and training events, and purchase of D&AD Membership & Pencils
- Provide regular pipeline reports to management
- Build custom packages for clients where necessary
- Provide and collate client feedback, where applicable

Data Management

- Ensure client activity and contact information is up-to-date and accurate in the D&AD CRM
- Ensure communications and next steps are recorded using D&AD CRM

Skills/experience

- Passionate about the creative, design and digital industries with awareness of the agencies and studios within communications, design, digital and production
- Confident and friendly telephone manner
- Experience in a sales roll
- Good customer service skills
- Strong communication skills: objection handling and solving customer problems
- Excellent written and oral communication

- Experience communicating with international audiences, using cultural sensitivity
- Experience working in an office environment
- Computer literate with experience of data input
- Excellent internet research skills
- Solid IT skills and some previous database experience
- Proven ability to work under pressure and to tight deadlines with close attention to detail
- Self-motivated to meet daily, weekly and monthly targets

In order to comply with the Prevention of Illegal Working, Immigration, Asylum and Nationality Act, you will need to provide appropriate documentation that proves that you are eligible to work in the UK.

D&AD is committed to a policy of Equal Opportunity and Diversity. It is our commitment that no member of staff or job applicant will be treated less favourably on the grounds of their sex, marital or parental status, race, colour, nationality, religion, belief, disability, age, sexual orientation or gender reassignment