Job Description

Job Title:	Business Development Executive, USA & Canada
Reports to:	Awards Director
Salary:	£23,000 per annum/pro rata + 3% Commission (new direct sales) + Awards Incentives Scheme
Contract:	15th October 2018 - 11th October 2019
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/
Application:	Please send your Cover Letter and CV in one document to donal.keenan@dandad.org, using 'Business Development Executive, USA & Canada' as the subject line for your email

Job Objectives: The primary objective for this role is to retain existing accounts whilst building strong relationships and driving new business growth within the USA and Canada

Responsibilities:

Account Management/New Business

- Account manage top-tier clients / key account agencies across the USA & Canada, 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 USA and Canada 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 USA & Canada 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

Please note due to the number of applications we receive, we regret that you will not be contacted unless you are shortlisted for an interview. If you have not heard from us within three weeks of the closing date of your application you should assume that you have not been successful on this occasion.

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.