

Job Description: Business Development Executive

About Net Media Planet

Net Media Planet is an award-winning paid search agency based in the heart of London's West End. Ranked as the 16th fastest-growing private technology firm by the Times in September 2009, Net Media Planet has enjoyed considerable and sustained success in the years since its foundation in 2004.

The role

We are looking for someone to join the business development team and take on the new role of Business Development Executive, reporting directly to the Business Development Manager.

The individual must be a professional, organised, well presented, self-starter who is a highly motivated team player.

Responsibilities

Manage the affiliate business development process

- Lead generation
 - actively search for leads on the affiliate networks;
 - managing relationships with affiliate networks and merchant clients to be first to know of new hot leads;
- Lead qualification
 - liaising with affiliate networks and merchants to understand the lead terms and conditions;
 - performing initial basic projections and supporting the Campaign Manager to perform detailed projections;
 - coordinating internal staff to identify the value of lead;
- Opportunity development
 - Coordinating internal staff to produce proposal documents;
 - Proposing and negotiating with the affiliate network and client to win the opportunity;

Support the agency business development process

- Lead generation
 - Making first contact with new business opportunities (using telephone);
- Opportunity development
 - Support the Business Development Manager to produce proposals and complete presentations;

Adhoc business development tasks;

Experience

- 1-2 years experience in a sales based role;
- Previously worked in one or more of the following areas:
 - Affiliate network
 - Affiliate management agency
 - Web analytics
 - Search software provider
 - Business development agency

Competencies

Develops & applies skills & capabilities

- Takes advantage of opportunities to develop in-depth skills and knowledge;
- Uses knowledge resources to obtain information or build skills;
- Seeks and responds to developmental feedback;
- Shares own knowledge to build skills in team;

Organises & directs quality work

- Plans and coordinates own and/or team's work activities to meet commitments and quality expectations;
- Balances and prioritizes activities to make sure critical items are addressed;
- Keeps others aware of workload and potential conflicting commitments;
- Builds in time to check work and avoid re-work;
- Documents agreements and discussions to ensure accurate records and follow-through;
- Ensures attention to detail and produces high quality documentation and communication;

Maximises team performance

- Encourages collaboration and addresses issues that impact performance of team members;
- Takes time to help other team members;
- Is open to and encourages different viewpoints;
- Acknowledges the ideas and contributions of other team members;

Establishes credibility with client & develops account

- Adjusts manner/style/language to fit situation and expectations;
- Contributes valuable information/perspective;
- Uses others' time intelligently;
- Keeps commitments and/or promises;
- Raises critical questions and concerns in ways that enhance the credibility of Net Media Planet;
- clear and concise when giving directions and responding to questions;
- Ability to identify new business opportunities using hitwise / relevant research tools / sector specific targeting and cold calling;
- Shows good attention to detail;

Anticipates issues & negotiates solutions

- Takes appropriate actions when things go wrong;
- Thinks through and recommends solutions when raising an issue;
- Quickly identifies or isolates the root causes of issues or problems;
- Identifies and addresses potential issues before they are recognized by others;
- Keeps supervisors informed and involved as issues develop;
- Asks for and defines needed support when recognizing own limits;
- Proactively follows up on misunderstandings and critical issues to ensure they are recognized;

Builds industry awareness, understanding & insights

- Confident in discussing ins and outs of PPC and SEM with clients;
- Understands the fundamentals of online/offline marketing concepts and theory and discuss these with clients;
- Shows awareness of the main trends and issues facing clients;