
Nulty
246 Westminster Bridge Road
London SE1 7PD

W | Nultylighting.co.uk
E | office@nultylighting.co.uk
T | +44 (0)20 7401 3635

Introduction

This job description is intended to provide a loose framework for the role of Business Development Manager (BDM) within the Nulty London office.

It is not exhaustive in describing all duties and responsibilities required and the BDM is expected to use initiative and identify additional steps required to undertake the role.

Business Development Manager Role

The following provides a list of duties associated with the role. The BDM is expected to;

- Develop new business enquiries with Interior Designers, Architects, Developers, Landscape architects, Project Managers, retailers and end users.
- Provide an initial point of contact for clients and proactively solicit new clients via cold calling, networking, LinkedIn, and email.
- Identify and attend networking events, particularly those designers and architects will attend. It is likely that such events will be held in the evenings or out of hours.
- Host early morning breakfast meetings / events.
- Manage and update customer relationship software (Pipedrive) and assist in growing our client base.
- Assist with all marketing material including eshots, brochures, press releases etc.
- Develop professional relationships with clients throughout the entire process, assisting with project management where required.
- Represent the business in a professional manner at all times.
- Understand our USP's, design process and aspirations and articulate them to clients.
- Prepare presentations to clients.
- Attend monthly management meetings (where required) and prepare reports detailing sales forecast, pipeline and tenders.
- To liaise with the team and Founder at all times.
- Keep 'finger on the pulse' and manage up to date lead tracking.
- Farm existing client relationships and identify potential missed opportunities.
- An ability to write and manage bids would be ideal.
- Experience using Pipedrive would be ideal.

Key Skills

The BDM is expected to have the following key-skills:

- An ability to manage their time efficiently.
- Be a team player.
- To work intuitively and responsibly.
- To be self-driven and self-motivated.
- To be a chameleon – accordingly adapting to the needs, styles and level of clients.
- To be independent, comfortable to attend events & travel independently.
- A strategic thinker and ability to understand the bigger picture.
- Manage time in an efficient way.
- Confidence with public speaking.
- Ability to provide high-quality written reports.

Salary: £35,000+ per annum.

