

## Job Description

Designation: **Business Research and Development Executive**

Responsible to: **Business Development Manager (AV)**

### **Main Duties and Tasks (this is not an exhaustive list)**

Public-i is the leader in the local government sector for Webcasting and Audio Visual (AV) solutions.

Since its conception in 2015, the AV department has grown rapidly and is now ready to strengthen its sales and marketing team. We are looking for the right person to support the AV and Webcasting sales teams with leads, marketing campaign generation and market analysis. You will be expected to supply qualified leads into the sales funnel for both the AV and Connect webcasting solutions.

This is an exciting opportunity for the right person and a genuine chance to develop a career in business development and improve your business acumen.

The post is exciting as it has many facets and you will be required to liaise with:

- Field sales persons
- Customer account managers
- Small orders desk
- Service team
- Marketing

Primarily the role is to seek new business leads through a number of different strategies including desktop research, planning seminars and tender portal monitoring.

Key tasks include:

- General research of vertical markets:
  - Provide market intelligence to the sales team
  - Create and manage databases for sales activity
  - Gather potential client details
  - Feed any identified sales opportunities to the appropriate teams
- Telephone work:
  - Call potential clients and register our details
  - Follow up on e-campaign seminar invitations
  - General introductions
- Use existing business/clients to leverage opportunities
- Liaison with marketing and create marketing plans and campaigns

The company will assist in the event that training is required to ensure delivery of the role is enabled.

Good ethics and integrity are automatic requirements for all our employees and we will be looking for a candidate that will fit in well with our business ethos and culture.