

## Impact Marketing - Business Development Manager

**Reports to:** Director of Business Development

**Hours of Work:** 5 days per week

**Working Times:** 9am to 5pm with some variable hours

**Rate of pay:** £28k to £32k per annum + bonus + commission

**Holiday Entitlement:** 22 days per annum rising by 1 day per year of service to maximum of 26.

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Impact is an established marketing services agency working with a wide range of arts and entertainment organisations in London and the South East. Our client portfolio includes major national museums and galleries, West End shows, theatres, concert halls, visitor attractions and festivals.

We are looking for a Business Development Manager to support our rapid growth in new and existing markets. The right candidate will have demonstrable experience of winning new business, a good knowledge of the arts & cultural sector and an understanding of how organisations in the sector market themselves.

The Business Development Manager will work closely with our Director of Business Development to achieve company objectives and to meet financial targets. Key tasks of the position are to; identify and exploit new business opportunities, manage key accounts; devise sales plans and marketing communications; negotiate large-scale and long-term contracts; represent the company at a senior level in the arts, cultural and leisure sectors.

The right candidate will be skilled in; developing new business; marketing campaign planning and account management; creating professional networks in target markets; pitching and presenting; managing and motivating people; working as part of a collaborative senior management team. In addition, the successful candidate will have the following attributes:

- Several years experience of B2B sales
- Sound knowledge of current marketing tools and approaches in our industry
- Appreciation of, and interest in, arts & culture in the UK (particularly museums and galleries)
- Motivated, ambitious, tenacious and persuasive
- Impeccable written and verbal communication skills
- Able to work both individually and collaboratively
- Meticulous and well organised
- Able to work under pressure to tight deadlines



In return we offer a good salary package, a dynamic and friendly working environment, great clients to work with, and continuing professional development.

To apply send your CV and, most importantly, a letter explaining why you are right for the job to [emma@impactideas.co.uk](mailto:emma@impactideas.co.uk). Closing date: 24 February 2012.

[www.impactideas.co.uk](http://www.impactideas.co.uk)