



JOB DESCRIPTION

Job title: Business Development Executive

Hours: Full time 37.5 hours per week, work at home 4 days per week

Salary: £25,000 basic + uncapped commission as below (OTE £38k)

Reporting to: Head of Business Development

About you

- You will have a natural interest in new technology (automotive and/or electronics would be an advantage but not essential), and always keen to learn. You'll be a great communicator, written and verbal, with an infectious enthusiasm for your work.
- You will have a can-do attitude, an autonomous problem solver who works well under your own initiative, a flexible approach to work life and a positive attitude.
- We'll expect you to be confident on the phone, able to work unsupervised at home, but also able to travel in the UK and abroad to support your business objectives (when permitted).
- Strong research skills and attention to detail, aptitude to understand complex supply chains, quick learner, good listener.
- One years' experience in conference delegate sales or business information sales would be an advantage.
- Education in science / engineering a strong advantage but not essential – we don't expect you to be an engineer, but we need you to be able to understand what makes them tick.

Main Responsibilities

- Pitching and selling of AutoSens+ subscriptions, AutoSens Academy passes, AutoSens conference tickets, and AutoSens Research subscriptions.
- Annual business sales target of £300,000 in 2021-22
- Telesales activity, nurture prospects via email
- Research contacts, update and populate in HubSpot CRM
- Meet monthly sales targets as agreed with manager
- Attending industry conferences and meetings to generate new business leads
- Undertake other reasonable duties and responsibilities appropriate to the position as allocated by line manager

The Role

Sense Media was established in 2015, and quickly grew a strong reputation for running high quality events for engineers and scientists working on automotive safety systems, or ADAS. We have a start-up mentality, very flexible working arrangement, a highly-skilled team and our Community includes over 6,000 people from across the planet.

2020 was a very tough year, our events had to be cancelled and we had to reinvent ourselves as a digital events business overnight. We learned a lot along the way and still managed to turn a profit. Meanwhile, we were planning our strategy for the future, and this year is our opportunity to deliver on those plans. It is an exciting time!

As well as having refined our digital event formula, we have built a brand-new website (launched in Feb), and three new product lines:

- **AutoSens Academy** – a 12-module online training course covering all the key technical topics for our community.
- **AutoSens Research** – an interactive, dynamic, online resource for market research and technology analysis.
- **AutoSens+** – a ‘Netflix for Engineers’ bringing together fresh new content with our archive of technical presentations.

We are in a new phase of our story, and it feels like the start of a very exciting time for the business. We are investing in our sales and marketing teams to ensure we maximise the returns on these new products.

In your role, you will ‘own’ the strategy for business development and plan your own activity. With close support, you will be reaching out to the Community and understanding what their key needs are. You will need strong research skills to find the right contact and versatility to understand what their needs are, and how AutoSens can help.

One client may be interested in AutoSens Academy training and another more interested in the AutoSens research. Another may find it more effective to attend a conference and meet the Community face to face. You will need to identify which is right for them and their company, and demonstrate how AutoSens can help them meet their challenges.

AutoSens is a close-knit team but working from home 4 days a week will mean you need to be able to plan your own day effectively. Full training will be given on all aspects of the role and you will be able to move between face to face and phone selling, inputting into email marketing and meetings.

You will contribute to company meetings and report successes; share feedback and contribute new ideas. Working effectively in a small team will be essential to the role.

Commission

- 1% of total Deal value each month – uncapped, PLUS
- Monthly bonus based on hitting target, PLUS
- Annual bonus if all monthly targets met.

Company Benefits & employment entitlements

Pension

We provide company pension after successful completion of an employee’s probationary period. We offer up to 5% matched contribution. Further information available on request.

Health Care Plan

Company Health Insurance plan provided by Vitality Health is available upon successful completion of probation, as follows:

- **Core Cover**
 - Full cover for eligible in-patient and day-patient hospital fees and specialist fees. Plus Full cover for in-patient diagnostic tests (such as blood tests, x-rays, radiology and pathology) if referred by a specialist.
- **Vitality GP**
 - Video consultations with a Vitality GP and 24-hour telephone access through the Vitality GP helpline (Call 0845 279 8856 to speak to a Vitality GP).
Up to £100 for minor diagnostics and private prescriptions when referred or prescribed by a Vitality GP.
- **NHS Hospital Cash Benefit**
 - £250 each night to a maximum of £2,000 and £125 each day to a maximum of £500.
- **Extended Cancer Cover**
 - Cover for all eligible costs related to cancer, including treatment, tests and investigations. Up to 2 weeks of end-of-life home nursing care.
- **Out-patient Cover**
 - Full cover for out-patient consultations and specialist fees when needed as part of your treatment.
Full cover for out-patient diagnostics including MRI, CT & PET scans, blood tests, x-rays, radiology and pathology when referred by a specialist.
Full cover for in-network physiotherapy. Out-of network physiotherapy is covered up to £35 per session.
- **Therapies Full Cover**
 - Out-patient chiropractic; osteopathy; chiropody/podiatry; acupuncture; homeopathy and up to two dietician consultations. Full Cover.

An extensive Rewards programme is also offered, see <https://www.vitality.co.uk/rewards/> for details.

Annual Leave

We trust you – take as much or as little annual leave as you like. Work hard, take extra time, it's up to you as long as you are getting the job done we don't mind if you take an extra week off – just make sure you send some pictures for the holiday wall.

Travel

We are an events business, this means we travel a fair amount and while this is a benefit, it's also tiring. Fancy staying on for an extra day after your event? One night's accommodation and one free day's leave is on us. You deserve it after all.

Me Time

Employees are entitled to half-day of "Me Time" per month to dedicate to their own personal development. This could be learning the piano, learning a language, volunteering for a charity or any other personal development interest. If it has a direct business benefit (like meeting prospects), that's a bonus, but this doesn't need to be the case. The intention is to give employees the flexibility to pursue a personal development interest during the week.