



Job Description

Job Title

Business Development Executive

Status

Full-time - 37.5 Hrs/wk

Location

Lisburn City
(With foreign travel)

General Role

Responsible for, Market research, Graphical content design, Social media content, administration, technical support and direct sales activities.

Salary

£ 18,000 - £ 30,000 per year
Depending on experience

Responsibilities

Management of existing distributors

- Day-to-day contact with customers
- Working to sales targets and sales forecasting;
- Designing graphical content for customers and Vojo Media;
- Assisting distributors to identify end customers/sales opportunities/prospects in their market; and distribution of leads which come directly to Vojo Media;
- Chasing up leads progress with distributors;
- Process, Dispatch and Invoicing of orders;
- Feeding distributors new product, market and customer application information;
- Receiving and collecting market intelligence on a regular basis on customer requirements and competitor developments;
- Organising distributor training;
- Monitoring technical support provided through distributor;
- Annual evaluation to review activity, performance and set targets;
- Sending out/receipt of sales and marketing action plan for distributor on an annual basis.
- Research to identify new distributors/potential resellers;
- Recruitment of new distributors;

Direct Sales Activities

- Identify new market and new product opportunities.
- Find link selling opportunities using both old/new contacts.
- Sharing of market research findings with marketing, product development and R&D.
- Establishment of direct sales opportunities for products directly outside distributors remit.
- Follow up of Direct Sales leads

Market Intelligence

- Finding out/compilation of customer applications for our products;
- Generating competitor intelligence,
- Assisting in preparation of comparisons with competitors
- Provide feedback and input from own markets to help shape marketing strategy for all arcatech products and services.

Promotion

- Assist where required in design, production and co-ordination of all marketing collateral, exhibition graphics and press releases.
- Co-ordination of and Representation at trade fair/recruitment exhibitions, including follow up of contacts
- Seeking out promotional opportunities for Vojo Media products

Technical support

- Assist customers in the operation of their products and organise support for problems they may have
- Demonstrate the technical operation of our equipment.

General

- Any other tasks required by the management



Person Specification

Essential Qualities

- Good third level qualification in Business, Marketing, Graphic Design, or Engineering related discipline
- Computer literate with a working knowledge of MS Office and Photoshop
- Good project management skills
- Excellent interpersonal skills
- Ability to work to tight deadlines
- A problem solver
- Good presentation skills
- Prepared to travel

Desirable Qualities

- Experience of staff management
- 2 years Sales and Marketing Experience
- Knowledge of developments in current Digital Signage technology.
- Solid technical background
- Knowledge of the telecoms industry