

New Business Executive for London Calling and Culture Calling

An exciting opportunity in Arts marketing!

Job Description

This is a new and challenging opportunity to be an important part of the growth of this dynamic arts and culture marketing company. The role is focused on sales and bringing in new business for the company, building on our well established, existing client base. It would ideally suit a recent graduate or a second career job candidate.

We are looking for someone who has flair, energy, is confident in dealing with people (mostly new and potential clients), has imagination, is focussed and tenacious. Sales and some marketing experience in a commercial environment would be preferable but is not essential, as is having a flexible and innovative approach to work.

This post is part of a small team that will work alongside our account handling and marketing teams as well as with our related company Culture Calling.

The post will be incentivised with a basic wage of between £20,000 and £24,000 dependent on experience and a monthly commission being paid on the basis of meeting and exceeding agreed targets.

Responsibilities

- Present and sell company products and services to new and potential clients.
- Prepare action plans and schedules to identify specific targets and to project the number of contacts to be made.
- Follow up on new leads and referrals resulting from field and research activity.
- Identify new sales prospects in conjunction with other staff and contact these and other accounts as assigned.
- Run a number of smaller client accounts on a daily basis.
- Develop and maintain the sales data systems and current and potentially new product knowledge.
- To liaise with other staff at London Calling and ensure the smooth handling and handover of clients to our client services team.
- Manage service offerings through quality checks and other follow-up.
- Prepare a variety of status reports, including activity, closings, follow-up, and adherence to goals

- Communicate new product and service opportunities, special developments, information, or feedback gathered through field activity and research to appropriate company staff.
- Assist with and contribute to new and continuing marketing initiatives.
- Represent the Company at relevant meetings and events.
- Other duties as required.

Person Specification

- Ability to persuade and influence others
- Strong sales or sales related skills preferred.
- Excellent interpersonal and communication skills.
- Knowledge of sales promotion techniques as well as marketing approaches.
- Ability and intelligence to quickly learn about our business, our market and what we are selling.
- Fluent in spoken and written English.
- Good strategic sense and the ability to be a pro-active part of a team developing sales and marketing initiatives.
- Good IT skills with knowledge of data bases or the ability to develop quickly.
- Energy, ambition and ability to get things done.
- Ability to write focused and succinct reports/communications.

For further information see our B2B sites:

www.londoncallingarts.com

www.culturecalling.co.uk

and our B2C site: www.londoncalling.com

If you are interested please provide a short CV that summarises your background and experience, along with a brief note (maximum 350 words) on what makes you a strong candidate for this post. Applications should be e-mailed to tbutler@londoncalling.com.

Closing date: 27th November 2016