

## Job Description

**Job title:** Business Development Manager

**Team:** Genie Shopping Commercial Team

### What it's about:

Genie Shopping Network (GSN) is an exciting new business within the Genie Ventures organisation. This is a great opportunity to get involved in the early stages of a fast-growing business unit within a successful e-commerce technology business. We work with leading online retailers to drive additional sales from Google Shopping through the affiliate marketing channel. The successful candidate will be responsible for generating revenue by securing new clients and negotiating CPAs to rate card. A consultative selling style is required, along with the organizational skills needed to drive both long and short sales cycles. The right person will feel comfortable prospecting, cold-calling, and negotiating in person and via phone from exec to C level contacts. In addition to having excellent written and verbal communication skills, strong attention to detail, and good follow-through, you will be self-motivated, highly goal-oriented and comfortable working to targets.

### Reporting To:

Jo Underhill, Project Lead / Account Director

### What you'll do:

#### Key Responsibilities

#### New Business Development:

- Sell the GSN proposition to leading UK and EU based online retailers, affiliate networks and ad agencies
- Arrange and attend client and agency meetings by phone and in person
- Manage the sales process effectively ensuring all client communications are detailed in the CRM system and all spreadsheets are kept up to date
- Manage all follow on actions from sales through onboarding to account management
- Understand and advise potential and existing clients on technical implementation, strategic approach and growth opportunities

#### Account Management:

- Manage a portfolio of clients to nurture long term business relationships and growth
- Develop and produce reporting templates to update clients on a regular basis
- Understand key performance metrics data and communicate this to clients along with optimization strategies to increase their revenue.

#### Customer Service:

- Provide excellent customer service at all times
- Be an ambassador for the business

### Marketing and promotions:

- Input to the sales team marketing programme by attending events, improving sales materials and generating case studies

### Reporting:

- Be comfortable working to sales targets and performance KPIs
- Provide accurate and informative reporting on sales and account management activity to management and to team meetings

### **Who we are:**

Genie Ventures is an ambitious internet business responsible for a network of fast-growing e-commerce sites. We are challenging the tired, standard model of CPM advertising and are masters of building and retaining traffic and turning this traffic into cash. We are market leaders with our Broadband Genie, Office Genie, Genie Goals and Genie Shopping Network services and are currently planning our next wave of growth.

Working for Genie Ventures is a fantastic opportunity to get involved with a successful, profitable, growing company at an early stage (we've been going eight years and retain all the fun elements of a startup but with a proven record behind us). We have an entrepreneurial, target-oriented culture and a talented team and – provided you're prepared to work hard and get involved – we'll give you plenty of freedom to succeed and plenty of responsibility. We have a proven track record of making money online, we're ambitious, we want to succeed and we want the best people to join us.

## **Person Specification**

### **Who we're looking for:**

<b>Criteria</b>	<b>Description</b>	<b>Essential or Desirable</b>
<b>Experience</b>	● Business development/sales in online advertising or affiliate marketing	Essential
	● Managing client relations and business to deliver to expectations, retain and grow business	Essential
	● Affiliate marketing tools, systems and commercials	Preferred
	● Online marketing tools, systems and commercials	Essential
	● Delivering campaigns to set KPIs	Essential
	● Experience of being accountable for sales activities and reporting back to management/team on progress	Essential
	● Google AdWords experience	Preferred
<b>Skills</b>	● Advanced excel	Preferred
	● Intermediate word, powerpoint, excel	Essential
	● Excellent written and verbal communication	Essential

<b>Qualifications</b>	<ul style="list-style-type: none"> <li>● Online marketing qualification</li> </ul>	Preferred
<b>Genie Behaviours</b>	<p><b>Smart</b></p> <ul style="list-style-type: none"> <li>● Intelligent</li> <li>● Imaginative</li> <li>● Inquisitive</li> </ul> <p><b>Great attitude</b></p> <ul style="list-style-type: none"> <li>● Motivated / driven</li> <li>● Passionate</li> <li>● Serious / focussed</li> <li>● Respectful</li> </ul> <p><b>Get things done</b></p> <ul style="list-style-type: none"> <li>● Planning</li> <li>● Teamwork</li> <li>● Adaptability</li> </ul>	Essential Essential Essential  Essential Essential Essential Essential  Essential Essential Essential
<b>Job Specific Behaviors</b>	<ul style="list-style-type: none"> <li>● Tenacious</li> <li>● Personable</li> <li>● Target driven</li> <li>● Customer focused</li> <li>● Attention to detail</li> <li>● Business acumen</li> </ul>	Essential Essential Essential Essential Essential Essential