

## Business Development Manager

### About us

Cognition is about to celebrate our 25<sup>th</sup> anniversary and the business is built around two main areas: 'Cognition Consult' that harnesses psychology and behavioural science to develop marketing strategies and 'Cognition CRM' developing marketing automation and relationship management platforms for clients using HubSpot.

Co-founded by a psychologist, Dr. Peter Hughes, our proposition is unique because we underpin branding and digital marketing with psychology and neuroscience. We are the only UK agency to have a Scientific Board and we developed the Cognition Brain, a proprietary model based on cognitive science and behavioural economics, to deliver strategic clarity and tactical effectiveness.

We are part of the DXG Group with agency offices in London, Birmingham, Manchester, Paris, Dubai and Cape Town and the business has recently launched into the US market.

### The Role

We are seeking a Business Development Manager specifically to work with C-suite prospects and existing clients to win strategic work for the agency. This is also a strategic role itself, working with the Board to develop the plan for growth and having key insights into the competitive landscape and how we develop the agency.

We are seeking a BDM who will play a critical role in taking this powerful proposition to market and delivering our sales targets. You will specifically develop a network of contacts from a defined list of prospects with the aim to form long lasting partnerships. You will work closely with the Cognition Sales and Marketing teams to ensure success in reaching new business opportunities. You'll work to understand the needs of new contacts and be able to respond effectively.

A key part of the role will also be to support client account managers with existing relationships and support growth within these accounts. You'll work with the client account managers to identify opportunities for development and support with sales opportunities across these accounts.

### Responsibilities

- Deliver, ruthlessly and rigorously, against your sales targets.
- Work with Cognition marketing team to create strategies to successfully develop new business opportunities
- Lead the generation of the pipeline and sales funnel across all channels.
- Build positive relationships with stakeholders at all levels in complex organisations, online and offline.
- Keep on top of the competition within the industry and positioning
- Support on creating proposals and quotes for clients
- Attending pitches remotely or in person, where applicable
- Make recommendations of best practice and ways of working ensuring Cognition is leading from the front
- Attend conferences and networking events to build relationships
- Develop a strong understanding of HubSpot as a sales prospecting and CRM tool. Use proactively for managing the sales pipeline.
- To report both written and verbal to the leadership team on sales performance and make recommendations for improvement.

### Skills and Experiences

- 6+ years within the marketing industry
- 6+ years sales experience
- Track record in driving sales
- Strong relationship building skills
- Impeccable communication
- Plenty of initiative
- Excellent organisational skills
- Self starter for picking up the phone, attending networking events, meeting prospects and not getting locked in an office.

### Benefits

- 25.5 days holiday per year
- Quarterly bonus
- Flexible working hours and home working
- Working with a vibrant team in modern offices based in London, Birmingham and Manchester.
- Regular social events

