



BUSINESS DEVELOPMENT MANAGER

The Role

Contagious is in a period of rapid growth. We're looking for a mid-level business development brain to join our team with a desire to work hard and help drive company growth. As the Business Development Manager, you will be charged with building prospects and qualifying sales leads that pertain to Contagious' roster of products and services. This is an excellent opportunity for someone who has a proven track record in business development, is strategic, self-motivated, and can apply their knowledge and understanding of the marketing and advertising industry towards strategic trend and intelligence solutions for their clients.

Reporting directly to the Global Commercial Director, you'll work as part of a growing team with regular liaison with the commercial, client service and editorial teams in our London HQ and various locations across the world.

Desired Skills and Experience

The Business Development Manager will be representing Contagious on a number of levels including prospective client relationship building, new revenue generation and marketing and events participation. Your primary responsibility will be to identify new client opportunities and drive revenue growth through custom client solutions as they relate to Contagious' full range of product and service offerings.

The ideal candidate will be able to navigate the organizational structure of target clients and demonstrate how Contagious' product benefits companies and employees across various departments and teams.

In addition to sales and business development, you will be assisting global teams with corporate marketing and event sponsorships and attending industry events as a representative of Contagious.

Primary targets will be a range (big and small) of leading agencies (advertising, digital, media, pr) and Fortune 500 corporate executives.

Key duties and responsibilities

- Proactively source and prospect leads and opportunities with senior level marketing and advertising executives from prospecting to outreach to pitching to closure in order to meet established monthly and annual goals
- Weekly calls and meetings with clients to present Contagious' roster of products and services.
- Be a face of Contagious. You will be expected to attend various advertising and marketing events on behalf of Contagious to further source leads and establish key relationships
- Work closely with the Global Commercial Director on broader sales initiatives, plans and marketing campaigns

Skills, experience and attributes

- 3-4 years of proven experience including direct sales (especially trends analysis or business intelligence) and/or agency experience
- Demonstration of analytical and strategic thinking, and the ability to analyse business opportunities and read situations well
- Capable of developing compelling strategic offerings that deliver results (for both the client and Contagious)
- Ability and comfort level with presenting in front of people (from assistant account directors to brand managers to CMOs and CEOs) with energy, confidence and eloquence
- Ability to set goals and drive them to fulfilment. You are hungry for success and want to be accountable, and are excited by your success and helping the company to grow
- Ability to be highly productive with periodic direct management from senior staff. Your self-motivated, have a go-get-'em attitude, and love what you do (and have fun doing it in the process)
- Excellent communication skills on the phone and in person. Strong writing skills
- Strong negotiation skills and financial intelligence; ability to close accounts
- A collaborative player that shares information and supports the team and takes coaching and advice
- Good organizational skills, including the ability to juggle many projects
- A tenacity for prospecting and follow-up skills
- Proficient with CRM systems, MS Word, Excel, PowerPoint and Keynote

Contagious

Contagious sits at the intersection of marketing communications, consumer culture and the transformative influence of emerging technologies. We make brands braver by analyzing the impact of change and disruption to deliver awareness, understanding and insights to our clients. Contagious has become an indispensable strategic resource and reference for brands and communications agencies around the world. With offices in London, New York and Singapore, Contagious publishes the award-winning Contagious magazine every quarter, offers an on-brief, online intelligence and

insights tool called Contagious I/O and a dedicated consultancy and advisory service called Contagious Insider.

Contagious clients include a range of forward-thinking agency and brand marketers including Intel, Mondelez International, Diageo, Nike, JWT, McCann Worldgroup, Razorfish and many more.

Salary: Competitive

Status: Full-time, Permanent

Location: London

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