



Business Development Executive

We are on the lookout for a tenacious business development executive with a good understanding of the marketing mix and excellent communication skills.

Our new business development executive will sit within CCgroup's marketing and BD team and help develop and implement CCgroup's business development strategy. You'll be in the driving seat for sourcing, generating, and building new business, through a mix of in-bound and out-bound marketing. You'll own the CRM system and review analytics to ensure we are targeting the right potential clients. You'll assist with new business pitches and proposals, ensuring deadlines and prospect requirements are met.

The role will suit a driven, self-starter who is curious about technology and the PR/Marketing industry.

Duties

Inbound sales:

- Support Head of Marketing and BD to qualify inbound opportunities.
- Work with stream leaders to introduce them to qualified prospects and ensure a great handover.

Outbound sales:

- Work proactively to contact prospects to understand if they're 'in-market', building relationships to ensure that, when they have the need for CCgroup's services, they consider us, via the following means:
 - Proactively contacting prospects by phone and email to gauge interest and arrange meetings.
 - Support stream leaders by researching new prospects within our key target sectors.
 - Using lead generation services, such as Pearlfinders and Crunchbase, to identify potential prospects.
 - Building databases for content marketing campaigns.
 - Attending industry events to meet potential prospects.

Sales operations:

- Take charge of our HubSpot CRM system, tracking leads, updating contact cards and lists.
- Work with stream leads to collate the company information required for completing RFIs and RFPs.
- Determine and suggest improvements to current databases, systems and processes.
- Keep the wider team updated on changes and improvement to the CRM and sales processes, running training sessions when necessary.
- Share weekly new business updates with the senior team.

Sales support:

- Support pitch teams by overseeing the pitching process, ensuring proposals are high-quality and deadlines are met.
- Attending new business calls and meetings with directors, recording conversations and updating the CRM.
- Work with the wider marketing team to plan marketing campaigns.

Finance

- Input expenses correctly and on time
- Raise supplier Purchase Orders

Research & knowledge development

- Consume content relevant to key marketing areas, demonstrating the establishment of knowledge and sharing relevant items with the team
- Demonstrate a good understanding of the marketing mix
- Attend B2B marketing industry and technology-related events

Desired skills

- Experience of using a CRM system (preferably HubSpot)
- Good commercial awareness
- Excellent presentation skills
- Confidence and drive
- Initiative and proactive attitude to driving new business
- Ability to communicate effectively with individuals at all levels of a business.

Salary banding

Business Development executive salary £25k-£29k +O.T.E

More great stuff about working at CCgroup:

CCgroup trusts you to manage your own time, we have fully flexible and hybrid working.

- 26 days holiday: 1 day off for your birthday + 3 religious/cultural days off of your choosing + 22 days holiday!
- Holiday allowance increases with tenure, up to 27 days
- Contributory pension (3% Employer+ 5% Employee)
- Wellbeing allowance £150 per year to spend on whatever makes you happy!*
- £100 Christmas gift card
- Continuous learning environment: internal and external training opportunities for everyone, focusing on individual career development plans.
- Two big company socials per year – one at Christmas + away day for Summer (Brighton & Oxford previously)
- Monthly social gatherings (onsite and offsite, including daytime and alcohol-free events)
- Bring your kids to work day
- Dog-friendly office
- Generous maternity, adoption and paternity policies:
 - Maternity: after 1 year's service: 16 weeks @ 100% salary
 - Adoption (main adopter): after 1 year's service: 16 weeks @ 100% salary
 - Paternity: 4 weeks @ 100% salary
- Access to our mental and physical wellbeing support service
 - Up to 8 free counselling sessions
 - Burnout prevention
 - 24/7 GP consultation
 - Second medical opinion service
 - Financial & legal guidance helpline
 - Get fit programme
 - Healthy diet at work programme
- Access to Lifeworks perks platform: discounts, gift cards and cashback!
- Mobile phone (Account managers and above)
- Up to 5% annual bonus based on company fee targets being met*
- A further bonus worth up to 7% of salary on individual performance based on 360 peer feedback during your appraisal*
- Spot bonuses to recognise exceptional efforts*
- Quarterly "Famous Five" awards (£100 as a recognition of exceptional performance in line with our values)*
- Season ticket loan scheme*
- Interest-free loan of up to £1000 (paid back over 12 months)*
- Cycle to work scheme*
- Early/late passes – allows each employee to arrive three hours late or leave three hours early one day per month 9 times per year (not available in December)*
- Structured sabbatical scheme*
- Long term service reward scheme*
- Free eye tests & £50 glasses contribution provided it's directly related to screen use.*

*After probation

CCgroup Insight-driven tech PR

Registered office 207–215 Kings Cross Road, London WC1X 9DNF

E: hello@ccgrouppr.com T: +44 203 824 9200



We're committed to making our recruitment process as inclusive as possible. We are happy to carry out interviews virtually or in-person, whatever suits best. We have an accessible office in central London, the closest station is King's Cross which is a step-free station, and we have accessible facilities including WCs and showers. We are happy to provide accessibility tools to ensure you are able to fulfil your job.

Please reach out to laura.kolb@ccgrouppr.com should you need any adjustments at all during the process and beyond!