



## Job Description

**Job Title:** Business Development Director

**Location:** Central Bristol, UK / Remote

**Salary:** £45k basic (£85k+ OTE )

Mentor Digital, one of Bristol's fastest growing digital agencies, based just a short walk from the city centre, is looking for a Business Development Director.

We are an award-winning digital media agency with a high-end web design and development team, exceptional creative department, a digital marketing team, and an animation production function producing high quality work for a growing list of impressive clients including Spar, RAC and Tenpin.

We are looking for a Business Development Director to generate new business and leads. We need a self-motivated, driven, exceptional salesperson capable of generating new business for the agency through a combination of outbound email campaigns, intelligent vertical market targeting and cold calling.

We need a confident, outgoing person with excellent verbal, and efficient written email skills, to impress new clients throughout their experience of first contact with Mentor.

Part of this role will be to handle incoming new business opportunities. You will take initial client briefs, document top level requirements, and manage logistics around arranging meetings, tenders or follow up calls with our directors team.

You will work with our senior team to deliver tender documents, bringing together draft documents using existing templates and preparing document structure to address specific tender questions. You will make intelligent use of previous drafted answers to common tender questions and will highlight areas where bespoke content needs to be written by the other agency's directors.

You will be essential in the pitch process for larger projects as you will handle logistics and communications with clients and internal stakeholders. You will be responsible for ensuring that internal teams have all the information they need, that internal meetings are proactively booked for pitch preparation well in advance of any deadlines and that video calls are scheduled. You will also be responsible for ensuring that creative and digital marketing pitch work is scheduled in with the relevant teams.

Your role will also include other marketing support including drafting articles and press releases for our website, making updates to site content, such as posting case studies and articles. Liaising with PR agencies, building email newsletters, and doing awards research/submissions.

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## Key Responsibilities

- Handling new business opportunities (incoming leads)
- Outbound cold calling, email campaigns and lead generation
- Collating & proofing tenders using InDesign (Basic level), Word and Excel
- Preparing pitch slides
- Attending pitches / pitch support
- Contracting and handover to projects team
- Circulating notes / organising sales folders and docs
- New business reports / pipeline management
- Daily enquiry tracking
- Organising new business team / diaries / meetings
- New business ticket management in Jira (raising and allocating quote requests)
- Management of Mentor website / posting updates and case studies etc.
- Sourcing email marketing data lists
- Mailchimp email mailouts
- Writing vertical market specific content/articles
- Writing press releases

## Essentials

- Excellent attention to detail for proof reading
- Excellent sales technique, good phone/video manner and confidence with outbound calling
- Excellent verbal and written communication skills
- Super organised, proactive and efficient
- Ability to type up good quality meeting notes whilst on a phone/video call
- Strong numeracy and writing skills
- Driving license
- IT confident (Excel, Word, PowerPoint etc.)

## Nice to haves

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The following would be beneficial but are not essential:

- Digital/creative/software agency experience
- Experience of web design projects

## Benefits

- Sales commission on all new business work (details to be discussed)
- Very high OTE potential, with an agency that is growing year on year
- Childcare voucher scheme
- Time off in Lieu of overtime
- Free tea and real coffee
- Reduced gym membership
- Tree planting and funding green energy projects offsets your carbon emissions at work and at home
- Sweets table
- Beer Fridge Fridays
- Great Christmas Parties as well as annual Summer Parties
- A contributory Pension which includes Life Insurance of up to four times your basic salary

Please send your CV to [info@mentordigital.co.uk](mailto:info@mentordigital.co.uk). No calls or recruiters please, we politely ask that you send your CV by email in the first instance.