



## Business Development Specialist

### General role

A senior position dedicated to driving the next phase of the company's growth. The development and expansion of existing accounts will be a primary objective alongside establishing new accounts in our preferred sectors. The ability to identify and anticipate clients' needs at a strategic level and convey intangible and bottom line benefits to senior decision makers is a pre-requisite. This is a full time role reporting to the founding director.

### Responsibilities include

- Analysis and development of the sales and marketing strategy
- Development and management of a rigorous sales process
- Frequent face to face and telephone contact with new and existing clients
- Monitoring of sales performance against growth targets
- Working closely with programme facilitators and event managers to design interventions that will thrill clients and exceed expectations
- Leadership of marketing roles and activity
- Strategic business planning in conjunction with the management team
- The role will involve some long hours (early starts and/or late finishes) and occasional weekend work. There will also be travel around the UK and overseas. That said, Fresh Tracks is an employer that places a high value on family life and expects its personnel to manage their time in a way that benefits both the business and the individual's home life

### Role Development

We anticipate that this role will grow significantly with the business. In time, opportunities for greater responsibility and strategic leadership within the company will exist.

### Skills and Qualities required

Instinctive sales person, hunter rather than farmer

Experience in account development in complimentary sector/s

Organisational skills and an eye for detail

A team player capable of inspiring others and motivating him/herself

Enthusiasm for and belief in our philosophy that fun leads to greater learning and productivity

Engagement with our ethos and values

Driver's licence and willingness to travel

### Salary

We would hope to match the right candidate's existing basic salary with a profit share that could result in a six figure package.

### To Apply

Please send us your CV with a covering letter by email or by post:

**email:** mail@freshtracks.co.uk

**post:** Fresh Tracks, PO Box 101, Ware, Herts SG11 1WA

**phone:** for an informal chat, just give us a call on 01920 822 220