



NO AGENCIES

New Business Executive

KMP, one of the UK's leading Digital Marketing agencies, requires an additional new business executive to help it grow even faster.

The position requires candidates who have significant experience of a telesales, and/or telemarketing and pre-sales with a supplier of high value business solutions.

Responsibilities include lead generation and appointment setting; list cleaning and building new contacts; attendance at trade events and seminars.

The role is 3-5 days a week, based in Stockport. Initially this could be a desk-based role without travel. You will report to the CEO.

Key skills:

- Ability to build rapport quickly over the phone
- Determination and tenacity
- Ability to meet and exceed targets
- Customer focused
- Efficient data entry - experience in using Goldmine CRM and MS Office would be an advantage
- Timely reporting to line manager
- Team player
- Ability to meet and exceed targets

Job description: New Business Executive

Overall Goal: To support the development of new business, reporting to the CEO

1. E Mail Marketing
 - a. Following up email campaigns; uploading email lists, sending out emails and managing bounced emails, using Ackura MessageSender (training will be provided)
 - b. Identifying targets for telemarketing from Ackura MessageSender reports.



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2. Telemarketing
 - a. Following up prospects identified from
 - i. Email campaigns
 - ii. Referrals
 - iii. Existing prospects in Goldmine CRM system
 - iv. Attendees at KMP events
 - b. Generating sales leads defined as
 - i. Arranging appointments for KMP colleagues
3. Event attendance and networking
 - a. Trade shows
 - b. Seminars
4. Marketing Administration and support
 - a. Preparation of weekly activity reports including: Email campaigns issued, telephone pickups, telephone contacts, telephone demonstrations, appointments arranged and actual sales made against agreed targets.
 - b. Manage and record your marketing project activity on KMP Basecamp project management system
5. Salary commensurate with experience

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