

Proudfoot

Job title: Business Development and Digital Marketing Professionals

Reports to: Managing Director

We are currently seeking a Business Development and Digital Marketing Professional to join our local Business Development teams in the UK, US, Canada, Asia and Europe. You will report directly to the country / sector Managing Director.

Your primary focus will be to generate inbound leads. This will be achieved through collaboration with colleagues to develop sales strategies and campaigns through digital and direct marketing. This includes supporting collateral and marketing content, emails, and thought leadership that communicates Proudfoot's value proposition and offerings/solutions. You will use digital marketing tools to generate sales leads and contacts to book meetings with senior client executives in medium to large scale organisations.

You have a proven track record of over-achieving business development targets and strong digital marketing methods and content creation is a given. Experience within Industrials (Fast Moving Consumer Goods, Manufacturing, Food & Beverage, etc.), Transportation & Aerospace, or Natural Resources sectors is a distinct advantage.

You will be a high energy team player who quickly earns the respect of colleagues. You will also be keen to deepen your understanding and experience within sectors you are responsible for.

In addition, you will be required to prepare market research on target accounts and client executives., Provide support to the Country / Sector team for conferences, forums, events, panels and other speaking engagements.

Minimum Requirements

- Execution of Digital Marketing and understanding of standard digital marketing tools
- Marketing experience gained within a consulting, or professional services firm, is an advantage
- Campaign development and execution
- Familiarity with leading edge marketing content creation methods, including digital
- Excellent written language skills
- Language depending on market
- Outstanding social skills: including team collaboration with diverse groups, persuasion and influence skills to encourage peers and prospects to take action

You will also be able to demonstrate:

- High proficiency in MS suite, including PowerPoint, Word, Excel, Publisher
- High proficiency using cloud-based collaboration tools such as SharePoint, HubSpot, Salesforce, etc.
- Target company, market, and industry research skills
- Ability to clean and maintain accurate CRM data
- Ability to manage a priority list of accounts

- Understanding of how complex organisations work – i.e. how reporting structures and titles interact

You will also be a driven self-starter with a bias for action who thrives within a fast pace demanding environment that places a premium on creativity, initiative and autonomy.

Locations Hiring: UK, Germany, France, US, Asia

Benefits

Successful candidates can look forward to a competitive salary plus uncapped earnings potential, in addition to a full benefits package.

Proudfoot is an equal opportunity employer, dedicated to creating and celebrating an inclusive workplace environment.

Commented [HJ1]: Lori, please verify this position has uncapped earning potential.