

BLOSSOM

...TIME TO BLOOM

JOB TITLE: New Business Planner
LOCATION: Southwark - SE1
SALARY: £22,000 to £25,000 + Commission & Excellent Benefits
AGENCY TYPE: Communications Consultancy
START DATE: ASAP
CODE: BLOS/ER

DESCRIPTION:

Based in Southwark close to Borough Market, this communications consultancy is truly unique. They are specialists and expert with the written word. With clients that include O2, BBC, BT and Unilever, they define how these communicate effectively with all marketing audiences through the medium of language. From acting as a guardian of written style, to developing a tone-of-voice, their content and brand positioning, this business has an exciting and unusual proposition for a New Business Planner to help take their brand out to the market.

So who are we looking for? Firstly you must be passionate about writing, reading and using words to communicate. You are a curious cat - someone who easily builds relationships with people over the phone - because you have a genuine interest in them and their business.

You have a certain expressive style yourself – both in writing and verbally. This is critical, because you will be the voice of our client. You are an opportunist, resilient and determined. You are an organiser – very comfortable with data management, list building and reporting. Above all, you understand that to be successful at new business you have to speak to people to build a dialogue, and that the easiest way to do this is to use the phone supported by written communications to arrange meetings with prospective clients. You must be able to prove or show beyond doubt that you can do this.

We also need you to demonstrate an interest in the commercial world, the general economy, and to be up to speed on current affairs. You will slot in well with the senior team, taking ownership of all things 'new business' and be always thinking of new ways to improve our client's market share. You will ensure every marketing initiative to support new business is on brand, deployed on time and budget and is followed up with vigour.

It goes without saying you will need to be a first-class communicator in writing, on the phone and face-to-face. You are someone who gets things done, driven, charismatic, a team player, presentable and polished. All applications will be reviewed carefully, but given this is a sales-led role, we ask you write a clear and concise covering letter explaining your key experience and successes. Your writing style will be a vital ingredient in your application. Comprehensive market information, database tools and training support will be provided for the successful candidate.

To apply please send your CV and covering letter to Niamh at Blossom. Email:
niamh.kinsella@timetobloom.co.uk