

## Job Description: Business Development Executive

**Reporting to:** Managing Director / Global Growth Director

**Department:** New business

**Location:** London

### Context – Havas People

Havas People is part of the Havas Group (one of the world's largest communication groups). As the home of 'Meaningful Brands,' our Group purpose is to make a meaningful difference to the brands, the businesses and the lives of the people we work with.

At Havas People, our focus is specifically on creating meaningful brands for the changing world of work and study. This means developing creative communications, for instance, for universities who need to attract students, or for companies who need to attract new employees and engage existing ones.

In order to achieve this we are a bustling agency of passionate individuals who all bring their own expertise and work together across varying teams and disciplines. This means working alongside Client Service, Strategy, Creative, Media, Social, and Digital teams to deliver the best results for our clients.

This is a fantastic opportunity for you to join a global, award-winning agency in a pivotal role.

### Position Summary

Our ability to achieve the growth objectives we have for Havas People is closely linked to our ability to develop and win major new business opportunities from clients who will use a significant percentage of our services.

The Business Development Executive will take the lead in identifying and initiating new business opportunities across UK and global prospects. You will work closely with the wider new business team, specialists and client services.

Your ability to keep in touch with the market place, develop relationships with key prospects and represent our organisation in a professional and persuasive manner is fundamental to the business success. You will need to articulate our offer across all areas of the business (Employer Marketing, Internal Comms, Education and Engage ATS). You must have an appreciation of the strategic focus of our business and an understanding of the challenges facing prospect organisations in order to spot opportunities for the range of services we offer.

It is expected that you will be involved in sourcing leads, managing the new business database and initiating contact with prospects to introduce Havas People. You need to be able to present yourself with confidence and credibility to help win new prospects.

### Main Duties and Responsibilities

The day-to-day role typically includes the following:

- **Manage and lead prospective client activity**

Ensure an effective pipeline of new business opportunities to enable us to hit our new business growth targets. This includes setting up and maintaining a new database of prospects. Including weekly / monthly reporting within Havas People and to the wider group as required.

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- **Identify prospects**

You will work to identify organisations that will be key prospects. This will be based on factors including financial projections and sector knowledge, incumbent supplier and length of contract remaining.

- **Building relationships**

Following on from initial work carried out by yourself, or by the wider business development team, you will contact prospect organisations and work on developing the relationship via the most appropriate channel. You will follow up with a mix of your own tailor-written materials and pre-existing marketing communications.

You will need to have a programme of on-going contact with the aim of achieving the opportunity to meet/tender/pitch. During this time, you will seek to qualify that the prospect is a worthwhile target and find out more about the contracts they currently hold e.g. renewal date and incumbent agency.

Over time there may be the opportunity to network at industry events, representing Havas People.

- **Product and market knowledge**

You will need to be a self-starter, keen to develop a working knowledge of the industry in order to have meaningful conversations with interested prospects, outlining the services and competitive advantage of Havas People. A basic understanding of our key competitors and their work will also be required.

### Decision-making and Accountability

You will have day to day accountability for decisions around:

- Sourcing leads and maintaining the prospect database – where relevant in consultation with colleagues/your manager
- Keeping up to date with the changing world of recruitment and how these changes affect our clients – and sharing this knowledge with the wider business
- Solutions to propose to the client – where relevant in consultation with colleagues/your manager

### Main Internal Connections

- New business
- Marketing
- Client Services
- Senior Management
- Finance and HR

### Qualification/Knowledge Requirements

No specific qualifications are needed. What matters most is your experience (see below), your willingness to learn quickly about the range of Havas People services and solutions for clients, your drive, determination and enthusiasm for our business and a demonstrable desire to help us succeed.

### Experience

You must demonstrate experience in a sales background, ideally in a similar role involving business development. You need to be self-motivated with a true love of sales and of talking to different people.

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You need to be organized and able to prioritize multiple work streams.

Ideally you will have experience of recruitment processes and an understanding of the challenges facing recruiters and senior HR people in their day-to-day roles, although this is not a necessary requirement and can be developed on the job.

### Skills

- Negotiation, sales and persuasion skills
- Demonstrable excellence in business development
- Communication – fluent and professional verbal and written English
- Numeracy skills to be able to understand financial forecasts and work out profitability
- Computer aptitude and keyboard skills
- Organisation and project management skills
- Presenting confidently to internal and external teams

### Core Competencies

- Curiosity to spot opportunities and provide the best advice to prospects
- Team player getting the most from working with your colleagues
- Commercial acumen, understanding what makes a strong potential client and how to develop business
- Creative thinking and problem solving to come up with solutions
- Tenacity, resilience, flexibility and judgement to deal with multi-faceted projects

Our values are a driving force behind our culture – guiding our behaviours and decision making, and inspiring us as we look to the future. We expect our employees to live our values every day:

- **Be Brave:** The comfort zone gets boring. So, look forward. Relish challenges. Let your passion, determination, and curiosity loose, and never stop pushing boundaries.
- **Champion Inclusion:** Your voice matters. Use it. Play your part to build a culture where every person belongs, and we all feel valued. We know we can always improve. It takes empathy, an open mind, and the willingness to act.
- **Make It Collaborative:** We are fortunate to work in a community of talent. Make the most of the diverse experience and expertise of those around you by learning, sharing, and contributing to collective thinking that helps us take a leap forward.
- **Take Pride** Never settle. With your work, and with your own career, aim for nothing less than excellence. Let that drive inspire you to go the extra mile, and feel the excitement when you surprise even yourself.