

First Event  
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EVENT



## Business Development Manager

**Salary:**

£35,000 plus commission and bonus

**Contract Type:**

Full time, permanent

**Benefits:**

EOT bonus, healthcare scheme, enhanced pension scheme, unlimited holidays, flexible working environment

**Location:**

North Leeds office, flexible and remote working available

**Reporting to:**

Head of Sales

# Life at First Event

We're one of the UK's leading event companies, and have been for the last 20 years. But no matter how long we've been around, one thing that never gets old is our deep-rooted passion for creating jaw-dropping events all around the world.

First Event is only as good as the people who work here, and you won't find another workplace culture like ours. Whilst a clear strategy is important to the growth of our business, it means nothing without the people that make the magic happen. We are firm believers that our success depends on our people, so we want every single person in the First Event Fam to love what they do and to be proud of the events they create.

That's why in 2021 we decided to become an employee-owned company. This decision not only secured our strong ethos, creative freedom and core values, but also cemented the future independence of our team. Our employee council, made up of members across each department, work closely with our management team to create a fun and encouraging environment that allows us all to flourish and thrive. And did we also mention that we are one of The Sunday Times' Best Places to Work?

So, you want to work for us? Good choice. We quite like it here too. We promise you a warm welcome and some pretty cool perks along the way!

## About The Role

As proactive Business Development Manager (BDM) you will be responsible for identifying new business opportunities, building strong client relationships, and driving revenue growth. You will play a key role in expanding our market presence, developing strategic partnerships, and helping to shape the long-term growth of the company. The ideal candidate will have a proven track record in sales and business development, with the ability to think strategically and execute tactically.

In this role, you will be actively involved in researching, identifying, and prospecting new leads, utilising methods such as cold calling, networking, and other outreach efforts to generate interest and secure new clients. You will collaborate closely with cross-functional teams to develop tailored solutions that meet client needs, ensuring sustainable business growth. We are looking for a motivated self-starter with strong communication and negotiation skills, someone who is passionate about driving business success with the determination to succeed.

- Research and lead generation: Research and identify potential contacts in target market and industries.
- Prospecting and Outreach: Initiate contact with potential clients through cold calls, emails and other methods.
- Developing Leads: Nurture leads through the sales pipeline from initial contact to closing the deal, maintaining regular follow-up.
- Market research and analysis: Gather and analyse data on market trends, competition, customer needs, and potential for new business opportunities.
- Networking: Build and maintain relationships with key stakeholders, decision-makers, and influencers in the target industry.
- Execute Sales Strategies: Implement strategic new business sales plans to achieve company objectives.
- Internal Collaboration: Work closely with internal teams such as marketing to ensure alignment in business development activities.
- Track Progress: Monitor and report on the progress of business development activities, including lead generation, conversion rates, and revenue growth.
- KPIs and Targets: Meet or exceed established KPIs and sales targets, consistently driving new business revenue.
- CRM Utilisation: Maintain accurate and up-to-date records of all prospecting and sales activities in Salesforce.

# Personal Specification

- Track record of success in B2B sales with an understanding of the industry preferred but not essential.
- Experience of the complete sales process from lead generation to deal closure.
- A self-starter attitude with the ability to identify and pursue new business opportunities independently.
- Demonstrable experience developing client-focused solutions.
- Excellent listening, negotiation and presentation skills.
- Results orientated with a focus on achieving measurable targets and KPIs.
- Ability to communicate, present and influence all levels of the organisation, including executive and C-level.
- Strong multi-tasking skills and the ability to manage a diverse and challenging workload.
- Excellent time management skills, with the ability to prioritise tasks, manage multiple projects simultaneously and meet deadlines in a fast paced environment.

## Our Values

We love that our vibrant team is made up of so many different personalities. No matter how different we are, we're all united by our core First Event values, which sum up the kind of people we're looking for.

These are the values that bring us together, make us a force to be reckoned with and help us deliver the outstanding events we're globally recognised for.



## How to Apply

We are a friendly bunch who work hard whilst having loads of fun along the way! Fancy finding out more?

Please email a copy of your CV to [careers@firstevent.co.uk](mailto:careers@firstevent.co.uk)