



Role: Business Development Representative

Reporting to: Head of Growth

Place of work: Virtual / Central London office space

Role summary

To support our continued growth, we are looking to bring on someone with a flair for creating and nurturing relationships with senior execs and partners, finding ways to add value and creating business opportunities.

This role isn't about cold outreach but focused on building relationships with business and data professionals that have already interacted with us in some way, and developing them into commercial opportunities.

We need someone who loves to build and create networks, and isn't fazed by talking to senior execs. Ideally, you have some connections or knowledge in the data & analytics space, but if not, your curious nature will soon get you up to speed. A commercial mindset is a must and you've worked with sales, marketing or content teams before and understand their key activities. Our CRM tool is HubSpot and we'd love for you to have had experience of a CRM previously. Also, we love LinkedIn and you'll need to use it confidently too.

This is a fantastic opportunity to be a pivotal part in Cynozure's exciting journey and growth, by making a real impact on our business and those of our customers. If you want to work in a dynamic, collaborative, agile and fast growing organisation where you can make a real and noticeable difference then this is an opportunity that will really appeal.

This is not your typical sales role. As we are collaborative by nature and we work together across the team to bring each customer into our world, we have a share of profit bonus scheme for all members of our crew, rather than an individual commission, this helps us all focus on the outcome of the business.

About the Cynozure business

Cynozure is a data and analytics strategy company that believes in creating a better future for all through the positive and open use of data. We've been growing year on year for the last 5 years and continue to see rapid growth thanks to our

amazing customers, position in the market, best practice set in data and analytics space, and an awesome crew.

Cynozure helps organisations understand the value in their data. We concentrate on the business value that data can bring through strategy, implementation and coaching and as such our work can be very varied. We work with a wide variety of clients including HSBC, PepsiCo, Schrodgers, Penguin Random House, Battersea, Studio Retail, Clinigen and UNICEF.

We have an ethos of collaboration and giving back to the industry, so we've created a rich array of ways that people can interact with us including our senior data leader membership, the CDO Hub; the Hub & Spoken podcast and our CEO, Jason Foster's, book: Data Means Business. Our hope is to drive real change in the industry and beyond.

Your responsibilities

- Bring new revenue generating opportunities into the sales pipeline
- Actively identify and grow our prospects within our target market
- Own the process for incoming enquiries
- New business development strategies and sales tactics
- Keep the CRM current and up to date

Key Activities

- Nurture relationships with potential customers, following up on lead activities and supporting inbound enquiries
- Be an integral part of the development and execution of marketing and lead generation activities
- Work collaboratively with the delivery team to progress opportunities through the sales pipeline
- Support a range of both third party and Cynozure led events; drive attendance and participation of target prospects
- Develop & champion new ideas on how we can grow and position ourselves in the market
- Be a brand advocate for Cynozure in the data industry; from supporting our social media presence to championing our content and events
- Support the continued growth of our invaluable data communities, the CDO Hub & Data Product Hub
- Actively use and keep our CRM system, HubSpot, up to date with prospect notes, job changes and as leads progress through the pipeline

Experience and skills we'd love to see

- 2-4 years experience in a B2B commercial business function ie sales
- Experience in using a CRM system ie HubSpot, Salesforce or Zoho
- Demonstrable experience in working collaboratively with marketing functions
- An understanding of the data & analytics or tech industry
- Personable and professional approach to building relationships with key stakeholders

Behaviours you can't do without

The saying goes "Your vibe attracts your tribe" and it's our crew that makes this company unique. We live and breathe our values from challenging traditional thinking, having an open and honest mentality, and everything we do is underpinned by collaboration and trust.

- Alignment with our values; Be Authentic, Be Brave, Be a Crew, Be Data and Be Focused
- Extremely curious, with a thirst for learning about business, technology and data/analytics
- Proactive self-starter – we're predominately remote so you need the get up and go
- Confident telephone manner
- Customer centric and excellent relationship builder
- Collaborative and great team player
- Humble
- Entrepreneurial thinking

Benefits

- Competitive salary
- Uncapped holiday allowance
- Company pension scheme
- Share of profit bonus scheme
- EMI Share Options scheme
- Happiness platform with access to offers, vouchers and discounts at 100s of companies (powered by Perkbox)
- Mental health and wellbeing support platform (powered by Perkbox)
- Online GP and prescription service (powered by Doctor Care Anywhere)

Cynozure is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined in law.

This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, redundancy, recall, leave of absence, compensation, benefits, training, and apprenticeship. Cynozure makes hiring decisions based solely on qualifications, merit, and business needs at the time.