

## New Business Manager

Do you love innovative digital marketing environments? Would you like to help some of the world's biggest companies bring their brands to life in search and social media, with a fast-paced, award-winning agency?

iCrossing requires a New Business Manager to generate, develop and close high-value new business opportunities. The successful candidate will deliver compelling business arguments for client investment in bespoke digital solutions including search engine marketing and social media programmes. They will present these to senior and board level decision makers of major blue chip brands and secure significant revenue commitments from them. The role is focused exclusively on generating and developing new accounts and is suited to people who are commercially driven and who can demonstrate a proven ability to create, plan, articulate and sell comprehensive digital marketing strategies.

### Main Duties:

Your day-to-day responsibilities will be to work collaboratively with the diverse range of skills within the internal iCrossing delivery teams, to integrate new business opportunities and maximise the agency's resources to win new blue chip clients. You will be a key member of the new business team and manage the complete life cycle of your own new business pitches. Presenting a knowledgeable and credible face of the agency to external audiences, you will deliver face-to-face presentations of the agency's services to new clients and when required, represent the company at shows and events. Working with heads of the various service lines, you will also lead the commercial negotiations with your own prospects and facilitate the accurate forecasting of new business on a monthly and quarterly basis.

### Person Specification:

Part of what makes iCrossing successful is the way that the highly motivated people who work here approach their responsibilities and demonstrate their enthusiasm for online marketing through hard work and results. We recruit individuals who show honesty, integrity, initiative and a creative approach to solving complex issues. To be successful, you will need to be an inspiration to your colleagues; you'll have a passion and a commitment to getting things done right and on time whilst placing the client at the centre of everything you do.

### Skills, Knowledge and Experience Required:

- ↘ Proven track record of commercial success in an agency environment
- ↘ A highly capable commercial negotiator with proven ability to close complex six figure plus deals with long sales cycles
- ↘ Excellent prospect management skills and ability to keep promises
- ↘ Capable of hands-on problem-solving, working closely with peers and near-peers to generate effective ideas and solutions to challenging client problems
- ↘ An ability to lead diverse pitch teams and manage internal resources to create compelling business arguments and a reason why clients should choose iCrossing
- ↘ A positive, determined and well-structured approach to researching, analysing and prioritising new business opportunities
- ↘ Ability when required to be a "self starter" – to use your own initiative and be capable of working independently
- ↘ Ability to cope with competing demands and to prioritise tasks and pay close attention to detail
- ↘ Excellent organisational communication and time management skills
- ↘ A positive attitude to dealing with people of all levels of seniority within the business
- ↘ Ability to keep and maintain confidential information, client information and internal products
- ↘ UK driving license (own car is preferable)
- ↘ A sound understanding of the online marketing sector with at least 5 years direct experience – not necessarily exclusively in new business -for example, we would welcome applications from Account Directors of leading agencies

## Company Information

iCrossing is a search and social media led digital marketing agency. We put the consumer at the heart of marketing through our unique range of research and tools that provide a different perspective on how customers navigate and engage in conversation with brands online. The result is digital marketing that speaks to and is truly informed by your customer's online journey and needs.

The right blend of our technology, talent and services - including natural and paid search, social media, user experience, content, web development, display advertising and analytics – delivers marketing that is built around what your customers are doing online today. Our clients include brands such as Channel 4, Porsche and Unilever.

We are a team of 550 people across 12 offices in the US, Europe and here in the UK where 100 of us work from our London and Brighton offices.

## How to apply for this post

Please mail your CV to [jobs@icrossing.co.uk](mailto:jobs@icrossing.co.uk)