



Business Development Manager Job Description

About us

Pure Communications Group is an award-winning creative communications agency with engagement at the heart of everything we do. We work in partnership with our clients; to strengthen customer relationships which puts them ahead of the competition; to inspire and engage staff which creates loyalty and commitment, and we build experiential brand awareness campaigns which put companies in the spotlight of their buyers. We deliver these communication strategies by creating experiences through Virtual, Live and Hybrid Events, Digital engagement, experiential engagement, experiential campaigns, and content design.

The Role

We are looking for a talented and results-driven Business Development Manager to help expand our client base and grow the agency's market presence. You will play a pivotal role in driving growth and expanding the agency's client portfolio. You will be responsible for identifying new business opportunities, building relationships with potential clients, and supporting our Client Services Director to close deals that contribute to the agency's revenue goals. The ideal candidate has a deep understanding of the event industry, strong networking skills, and a proven track record in business development or sales.

You will bring an extensive network of established company contacts, which you can leverage to introduce them to Pure Communications Group while serving as a strong brand ambassador. This role is ideal for someone eager to learn from an outstanding Client Services Director and gain valuable experience within an award-winning agency.

Key Responsibilities:

Lead Generation & Client Acquisition:

- Research and identify new business opportunities, including new markets, growth areas, trends, clients, and partnerships.
- Proactively seek out and build relationships with prospective clients through networking, cold calling, attending industry events, and social media outreach.
- Identify target clients, secure face to face sales meetings and ensure an RFP is generated
- Weekly meetings with the Client Services Director to identify new leads and target clients
- Provide insights into industry trends to help shape service offerings and identify new business opportunities.

Pitching & Proposals:

- Work closely with the team to deliver tailored event solutions that meet client objectives and budgets.
- Lead the preparation of high-quality proposals, pitch decks, and presentations that reflect the agency's capabilities and understanding of client needs.
- Collaborate with internal teams to ensure proposals are creative, strategic, and aligned with the client's vision.



Market Research & Strategy:

- Analyse market trends, competitor activities, and industry developments to identify new business opportunities and inform strategic decisions.
- Provide regular reports and updates on business development activities, sales forecasts, and performance against targets.
- Develop a deep understanding of client industries to offer targeted solutions and anticipate client needs.
- Work closely with the Client Services Director and Marketing Coordinator to develop campaigns that support lead generation and brand awareness.
- Mentor and guide Marketing Coordinator as needed.

About You:

You are a team player who thrives in a fast-paced, dynamic environment. You are an excellent communicator, pro-active, knowledgeable and a confident individual, with an enthusiastic willingness to learn from the team. You have a passion for the events industry and a desire to stay updated on the latest trends and technologies. You have strong networking skills and the ability to establish rapport quickly.

Experience

- 4+ years of experience in business development, sales, or client acquisition, preferably working within an event management/communications agency, venue or MICE sector supplier.
- Strong understanding of strategic and creative event delivery and production
- Proven track record of meeting or exceeding sales targets and driving business growth. You should be able to give clear examples of achieving set revenue KPIs and the sales processes and reporting tools you have used to track your progress.
- Excellent communication and presentation skills, with the ability to pitch to C-level executives and decision-makers.
- A proactive, results-driven attitude with strong organisational and time-management abilities.
- Ability to travel and attend industry events, client meetings, and trade shows as needed.