

CAREER OPPORTUNITY

Global Account Business Developer

Office Location | London (or Amsterdam, Copenhagen, Madrid, Milan, Paris)

COMPANY

Reputation Institute (RI) is the global gold standard in reputation measurement, best practices research and strategic consulting services. RI helps companies unlock the power of their reputations for competitive advantage. Hundreds of Fortune 1,000 companies around the globe leverage RI's RepTrak® methodology for measuring and managing reputation. We work closely with all of the communications functions, including at the highest level with the CCO to specialized areas of communications such as public relations, social media managers, and reputation management specialists.

ROLE

The Global Account Business Developer is an inside and outside new business development role that reports directly to the Global Accounts & Partnerships Executive. The Global Account Business Developer works with global prospects supporting and leading the overall new client sales engagements. The Global Account Business Developer is supported by an opt-in lead generation and lead nurturing development process to set up high quality contacts.

RESPONSIBILITIES

- Developing a deep understanding of Reputation Management and Measurement across global corporations including multi-stakeholder RepTrak® measurement, company and product branding, reputational risks impacting companies, value of enhanced corporate reputations and the key challenges facing corporate communications and marketing in establishing a sustainable company reputation.
- Development and management of global accounts, in addition to all incoming leads generated from other companies with headquarters within the named account territory.
- Achieving monthly/quarterly/annual quota for qualified presentation activity, new logo clients enrolled and overall bookings.
- Data-driven, high activity selling process that successfully positions reputation measurement, membership and advisory service programs with prospects.

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PROFESSIONAL QUALIFICATIONS:

A successful candidate will possess:

- 2-5 years of successful high activity, “hunter” new logo selling experience in selling measurement, membership and advisory services.
- Strong sales skills including: cold calling, prospecting, sales presentation development, proposal writing, communications and sales closing techniques.
- Direct experience in selling to C-Suite level roles with specific experience in working with Communications and Marketing functions highly preferred.
- Content knowledge of key business issues including the topics of reputation management, reputation measurement, brand management, reputation risk, corporate social responsibility, stakeholder research, social media sentiment and financial performance.
- Strong experience with sales pipeline management in SF.com.
- Ability to work in the UK and/or EU.
- Fluency English at a native level is required. Knowledge of other languages is a plus.
- Willingness and flexibility to travel globally.

EDUCATION:

Degree from a leading school with a focus on sales, marketing, communications or business is preferred.

BENEFITS:

A compelling compensation package including a competitive salary, a commission plan, an annual performance bonus plan, holiday allowance and full benefits.

For more information about the firm, please visit our website at www.reputationinstitute.com.

Please address all cover letters and resumes to Nicolas Trad at ntrad@reputationinstitute.com

Reputation Institute is committed to diversity in the workplace and is an Equal Opportunity Employer.