

BOARD INTELLIGENCE

# Sales Development Manager

Role Specification & Candidate Profile



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# The Role

Our client base is growing and we're looking for a Sales Development Manager (SDR Manager) to join our thriving Customer Team and play a pivotal role in propelling the business forwards.

## WHAT WILL YOU BE RESPONSIBLE FOR?

- Recruiting, training, motivating and coaching SDRs, focused on attracting and retaining top talent that has the ability to quickly grow and scale within the organisation
- Partner with Account Executives and Marketing to optimise our outreach process and operations
- Encourage effective use of the sales stack to leverage data to drive performance
- Report on team and individual results to the Market Director and other stakeholders
- Oversee MQL management and where necessary ensure they are recycled back to Marketing
- Responsible for relentlessly iterating and MVT testing all aspects of the outreach strategy
- Providing training and coaching to team members on systems and processes
- Coach and mentor individual SDRs and contribute to career progression programme
- Identify opportunities to optimise better process and/or structure to drive improved efficiency and work cross-functionally to implement

## WHAT ARE WE LOOKING FOR?

As an ambassador for the business, the ideal candidate would:

- Be a personable, good communicator and exhibit excellent organisational skills
- Have a strong personality with the ability to inspire confidence and influence others
- Have a thorough understanding of the sales cycle from lead generation to close
- Be systems savvy (especially CRM like Salesforce and sales engagement tools such as Salesloft or similar)

- Be genuinely motivated by leading and shaping a successful team, with proven experience of mentoring others to positive outcomes
- Preferably worked in Enterprise B2B software

You will be based with our Customer Team at our London Head Office in 24 Cornhill.

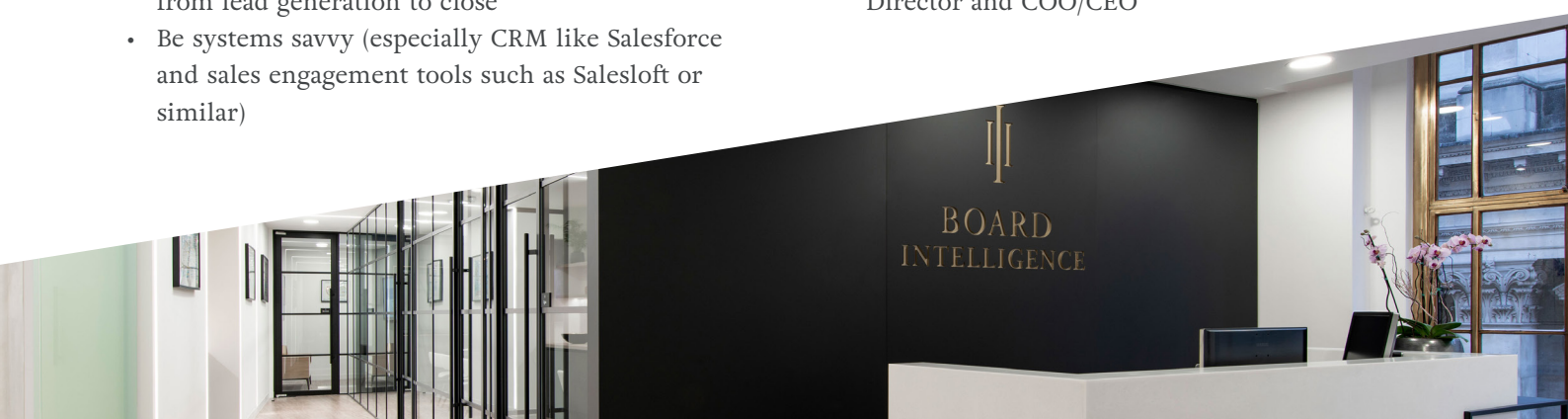
We are at an exciting stage of building the SMO/SMB team and sales development strategy from scratch with the goal of creating the UK's best sales development team through attracting the best talent and leveraging the best-in-class technology. You will be working closely with the Market Director to build everything from sales scripts, cadences/sequences, processes and reporting.

We will support your professional development by providing the formal and informal training you require to excel in your role, including thought leadership in governance and world-class customer skills.

## WHAT'S OUR RECRUITMENT PROCESS?

We know there are lots of great opportunities out there, so we don't hang about. We'll make our decision quickly and our recruitment process will be:

- CV screening
- 15 minute telephone conversation with the Market Director
- In office meeting 1: face-to-face interview with our Customer Director and Market Director
- In office meeting 2: in office meeting with Market Director and COO/CEO



# About Us

## THE TEAM

Our Customer Team is 35 and counting, spanning Marketing & Events, Business Development, Customer Success, Specialist Delivery and BI24. Our backgrounds are varied and together we ensure our network, prospects and clients have a fantastic experience with us – from the exploration of initial interest, through to a slick and professional sales process, tailored platform onboarding and value-add throughout the client lifecycle.

## THE COMPANY

Board Intelligence is a rapidly growing Software as a Service (SaaS) business, pioneering a service that drives board effectiveness for decision makers and directors. We've been helping boards to make smarter, faster decisions for 16 years and we've been turning that knowledge into software for seven years. With over 14,500 users engaged on our platform, we work with FTSE 100s, large privately owned companies, public sector and government departments, and have delivered ~50% YOY growth over the past five years.

We're 80 people today and growing fast. As we grow, we're fiercely protective of our friendly, high performing culture. With over 13 nationalities represented, the team is diverse and friendly, and most days you'll find a group of us getting lunch together.

We're owner managed and remain in control of our own decision making and destiny. Many of us, including our founders, have young (or not so young) families, so we know the value of a supportive company. And all of us like to have fun, so our regular company socials, Friday drinks and quiz nights, away days and lunch & learns are always a highlight.

## THE OFFICE

Most of the company are based in our London office, but we have a small team in Hong Kong who help to provide 24/7 support to our clients.

Our London office is in the heart of the City. It's brand new, with a sleek fit out, great communal kitchen and lots of meeting rooms and booths, so you can always find the space you need. A stone's throw from Bank Station (Central Line, Northern Line, Waterloo & City, DLR), the office is also minutes from Cannon Street and Moorgate Station, and not far from Liverpool Street or London Bridge. We have the Royal Exchange on our doorstep and are spoilt for choice for lunch options and after work drinks venues, as well as gyms for those who want a bit of balance.

## THE DETAILS

We pride ourselves on our great working environment and package. Here's some of what's on offer:

- Competitive salary
- Company pension scheme
- Personal & Team Performance Incentive
- Bupa health & dental cover
- Daily breakfast, drinks, fruit and snacks
- Regular training & development, mini MBA series, lunch & learns
- Travel card loan & cycle to work scheme
- Competitive parental policies



# Contact



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## CLIENTS INCLUDE:



CAPITA



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Medical  
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