



## **Social Media Business Development Manager**

The Gorkana Group is looking to hire a dynamic self starter to join our sales team. You will be the social media sales specialist and work closely with the Head of Evaluation sales.

Our social media solutions comprise of a suite of products which sit amongst our wider portfolio of media monitoring and analysis services and we are looking to grow this market significantly in the next 24 months. Aside from sales experience, being passionate about social media and having a deep understanding with great practical experience in this area is a key requirement as you will be the 'go to' person in the team for the Social Media solutions. This is only part of our broad range of offerings, so your career potential is enormous within the Group.

Our clients are communications professionals within organisations and PR.

Your role will be to identify strong opportunities, working with the marketing team to build promotional activity and support, then to sell from prospecting to close including demonstrating the system in person and virtually.

Gorkana Group has an open, friendly working environment, we are ambitious and love our products and solutions – we work extremely hard to achieve our goals and believe we are the best in class across our areas of expertise.

### **What you'll do:**

- New Business Sales – generate leads and close your own pipeline of business. You will work on the phone, virtual meetings and in person. You will identify cross sell opportunities and ensure that you identify which of the suite of our solutions is right for each client.
- Process management – you will be expected to manage the sales process using Salesforce and ensure that your paperwork is complete and up to date.

### **Skill Range**

- 4+ years experience of sales is essential – hitting the ground running and successful from early days post training
- 2 years experience of selling within social media services or online media or 2 years in a social media agency, digital PR or digital marketing agency in a new business role
- Excellent communication skills – verbal, written and presentational skills are essential
- A passion for social media, a deep understanding and practical experience of your own on twitter or blog – living the environment
- Strong organisational skills, initiative and creativity are essential for the post
- Thorough knowledge of PR and Communication

- Knowledge of social media platforms

The hours are Monday – Friday 9:00-17:30 (37.5 hours per week) and our office is located on central London (Banner Street/Old Street).

**Alongside a competitive salary (£40k basic + £25k OTE) we also offer the following excellent benefits:**

- Pension Scheme (up to 5% company contribution)
- 25 Days Holiday + 8 BH
- 4 x Life Insurance
- Subsidised canteen
- Competitive Bonus/Commission scheme
- Denplan (single cover paid for by company)
- Season ticket loan and cycle to work scheme
- Childcare Vouchers
- Subsidised gym membership
- Great training and development opportunities
- Excellent training and career progression
- ....and much more

If interested in this fantastic opportunity, please email your CV and Cover letter to Birgit Berry (Head of Recruitment) at [Birgit.Berry@Gorkana.com](mailto:Birgit.Berry@Gorkana.com)

The Gorkana Group is an equal opportunities employer and all applicants who are eligible to work full time in the UK are welcome. The Gorkana Group is fully committed to treating all job applicants and employees fairly and equally regardless of their race, religion or belief, gender, sexuality, age or disability