



IMPACT

# Lead Generator and Nurturer

The fine detail...





## Lead Generator and Nurturer

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**We have a rare and exciting opportunity for a tenacious and self-motivated person to join Impact's **business development** team!**

### The purpose of the role

Impact are one of the world's best experiential learning organisations. Our new Lead Generator & Nurturer role will be integral to driving profitable revenue and increasing Impact's client base, which currently includes organisations like Santander, Google and Sony.

We are looking for a talented individual to help us increase sales enquiries by:

- proactively **generating** new business leads
- **nurturing** existing leads that come from a wide range of marketing sources

This is a fantastic opportunity to shine in a busy, global company.

### What does the role involve?

- creating and implementing a robust prospecting strategy
- proactively targeting prospects and accounts to generate qualified meetings
- using a multimedia approach to contact potential buyers: email, phone calls and social media
- responding to leads that come from Impact's website, fortnightly newsletter, events and other marketing activities
- building and nurturing relationships with prospects, sharing useful content to increase engagement and conversion rates
- selling tickets for Impact's annual festival of learning (Learnfest), and inviting people to free networking events
- researching, building relationships with and adding new leads to Impact's prospecting list and CRM system
- updating Impact's CRM system – ensuring relevant and accurate data is maintained
- having the flexibility to attend networking events and buyer conferences
- potential to manage end-to-end sales processes, including scoping calls, attending meetings, supporting proposal writing and excellent handover communication to sales people

### Here's some stuff we'd love to hear about you:

- great at building relationships with prospective customers
- can spot lead generation opportunities and confident to prospect from cold
- strong communication skills, especially over the phone
- great literacy skills, confidence in writing engaging emails and social posts
- assertive, proactive and a self-starter - tenacious with a capital T!
- solid commercial acumen
- you have a dedicated, results-driven approach
- you work well in a team, yet enjoy autonomy
- able to work under pressure, are highly organised, able and tech savvy
- previous experience or industry knowledge is advantageous
- hungry to learn and develop
- you're open to feedback and keen to continually improve

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### Success criteria and targets

Your success will hinge on your ability to generate and nurture prospects that lead to large and profitable client contracts, whilst maintaining data effectiveness and raising the profile of Impact's brand. This will be measured against regularly reviewed weekly and monthly targets.

### What can you expect from us?

- a competitive salary which is negotiable (depending on experience) – profit share, bonus scheme and non-contributory pension scheme are all in there too
- we're a Great Place to Work® – it's official!
- a focus on wellbeing – health insurance is included in your package
- a commitment to your development – we have a tailored induction process and lots of opportunities (internally as part of the Impact Academy or externally) to learn, be inspired, develop and progress in your career
- we celebrate successes – no matter how great or small
- we care for each other and always have each other's backs
- we seek opportunities to support our local communities around the world
- we embrace adventure and fun – where else would you celebrate the biggest mistake of the year with a trophy and an awards ceremony?!

## Would you like to join our team?

We'd love to hear from you if you like the sound of us  
and you think we'll like the sound of you!

Apply via our website

