



Brave digital. Expertly done.

Senior Business Development Manager Job Description

SEO, Content & Digital PR

Greenlight Digital Ltd

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The home of **GREENLIGHT**

From flexi-time, on-site physiotherapy, 25 days' holiday entitlement, private medical insurance to ongoing training programmes and much more, we do our best to ensure everyone is able to work in a supportive, fun and engaging workspace that encourages growth and development.

WHAT
WE DO



Job specification

Title: Senior Business Development Manager

Job purpose

As a Senior Business Development Manager, you'll play a key role in growing the agency through the acquisition of new clients, with most of your attention on prospects in the SEO, Content Marketing and Digital PR space. You love to understand and discover prospective clients' needs and put together the best solutions for them.

You'll be involved in the whole new business cycle from lead generation to completion, but the main focus of the role will be leading qualified opportunities from discovery/pre-sales, through to pitch and final decision, building rapport and chemistry throughout the pitch, embodying our values and demonstrating our expertise, and promoting the agency and its reputation.

This is a new role and will form part of the SEO management team at Greenlight. You'll report to the Director of SEO, Content & Digital PR.

Role & responsibility

Principally, you'll achieve and exceed SEO, Content & Digital PR new business revenue targets by doing the following:

- Help to develop the agency's service proposition in these areas
- Establish and nurture successful relationships with prospective clients
- Be the primary person responsible for pre-sales consultancy and building chemistry and rapport with SEO prospects prior to pitch
- Help to define the strategy and pitch story for prospective clients, drawing on data and insight from the wider teams
- Actively participate in the presentation of the pitch, bringing energy, knowledge and passion to the room
- Negotiate and close new business deals

In addition, you'll also be called on to:

- Develop and manage your own pipe of new business opportunities through lead generation
- Assist with accurate reporting of our new business pipe and keeping prospect information up to date
- Represent Greenlight at industry events

Qualification & skills requirements

- You are friendly, charismatic, a fantastic relationship builder and exceptional communicator
- You are confident in front of senior stakeholders and able to hold a room
- You have a good understanding of the theory and practice of SEO, content marketing and digital PR
- You are able to build a comprehensive organic strategy for a client
- You work well under pressure without compromising on attention to detail
- You are proactive and self-motivated
- You enjoy being challenged and engaged in a target driven environment
- You have the equivalent of 4+ years' experience in agency SEO roles with significant client facing and new business exposure, or in agency sales roles with a strong focus on SEO and content

What you'll get

Our employees make us who we are, so to make sure we attract and retain the best and brightest brains in the industry, we offer an attractive benefits package. As well as all the usual perks you would expect from a leading agency (stylish office, tick! Pool table, tick! Friday beers, tick! daily breakfast and fruit, tick!), here are a few more benefits we think you might also like:

- **Agency bonus:** Rewarding you for over-delivering on revenue and contributing to new business
- **Flexi time:** Do your daily hours any time between 8h00-18h30
- **Above-stutory employer's pension contribution:** It matters, so we make sure it's done properly (4% contribution)
- **Private medical insurance:** To keep you fighting fit and give you and your family peace of mind
- **Life assurance and income protection:** We know it feels good to be covered, just in case
- **On-site physio:** Fortnightly visits from a highly skilled and qualified physiotherapist
- **Yoga classes:** Weekly hour-long sessions for the yogis among us
- **Mindfulness sessions:** To teach you stress-busting, headspace-increasing techniques



Manifesto

We're a company of committed and curious people.

A group of diverse and expert minds, who understand that brands need to delight and reward if they're going to earn the right to talk with people.

So, we refuse to get by on '*best practice*'. We don't see the point in phrases like '*user needs*'.

Instead, we get to what people actually *want*.

We work with people who also trust their instincts and are just as bold with their vision as we are. People who know that to get noticed, you have to be different.

For us, it's all about marrying data with creativity, backed by bulletproof technology. A blend of hard logic with the kind of ideas that hit you with crystal clarity in the middle of the night.

Not head *or* heart. Both.

Our values



If it doesn't feel right, we speak out.

We act on our curiosity,
and question things



The devil's in it.

So, we keep our eyes on it.

Brands we've worked with

The electronics specialist
maplin

ebay

 HarperCollins.

ghd
good hair day, every day

Bright House


new balance

 Electrolux

LAURA
ASHLEY

THE
BRITISH
HOME
STORE

 HURTIGRUTEN

BURTON
MENSWEAR
LONDON

MASTER of MALT
keeping you in fine spirits since 1985


HISCOX

Rapha.

SIEMENS

Currys 

極度乾燥(しなさい)
Superdry.


MILLENNIUM
HOTEL



Carphone Warehouse
VICTORIA BECKHAM

FOOTASYLIUM 

LIBERTY
LONDON

mbna

BBC

FURNITURE
Village

 **wex**
photographic

EURONICS 


Legal &
General

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Our story

Greenlight has lived and breathed digital since 2001, when we started as three people in an old North London print shop. Today, we're a full-service digital and commerce agency made up of 170 people, with a reputation for producing integrated, transformational strategies across the entire digital space.

We're still run by the very same people who set us up, and we're proud to be independent. It means we can move more quickly, boldly and effectively.

Our approach is data-led, and 100% audience focused, which allows us to solve problems in the most impactful and measurably effective way for our clients. Of course, all this would mean nothing without our incredible staff. Our teams are made up of some of the most skilled, passionate, and inquisitive minds in the industry. People who really care about making a difference, and who our clients genuinely enjoy working with.

It's this focus and passion that's seen us deliver innovative work for brands such as ghd, Dixons Carphone, Superdry, Furniture Village, and eBay in over 30 countries.

We're the people that grow our clients' business, by putting their customers first.

And with over 140 nominations and awards under our belts, we think we must be doing something right.