

# Business Development Representative

## *Job Description*

### Your Success at Wordnerds

This document outlines all of the responsibilities, duties, skills and qualifications we think are important to successfully carry out your role. As a start-up, though, we've learned that a job description can be something of a moving target.

Equally important, then, are the feedback, coaching, performance management and career progression processes you will participate in as a Wordnerd.

We strive to create a culture that is clear about what we need from you and how you're doing. At the same time, we want to be equally transparent about what you can expect from us, to set you up for success at Wordnerds and beyond.

### Responsibilities

As a Business Development Representative, you will own all aspects of the Business Development process, including:

- Execution of lead gen strategies and campaigns
- Testing new lead gen approaches within our core markets or new markets
- Working with the marketing team to turn Marketing Qualified Leads into Sales Qualified Leads, nurturing them through the sales funnel and lead scoring process to deliver a pipeline of qualified demos and live opportunities for our Account Management team

- Outreach of new prospects with high quality messages (emails, social posts, videos, phone calls) that engage our ICPs (Ideal Customer Profile).
- Measure the performance of your activities, and iterate to find continuous improvements, to create efficient and successful business development strategies
- Deliver competent discovery meetings to determine whether prospects are a good fit for our solution, based on our work understanding our ICP
- Consistently delivering qualified, live opportunities in line with company targets
- Document your processes and share knowledge with team members to develop a replicable sales model

## Performance

### Skills & Capabilities

- Empathy, communication and interpersonal skills
- Robust analytical skills and a committed data-driven approach to sales
- A solutions focus, resilience and adaptability
- Ability to assimilate and explain technical knowledge
- A continuous learning mindset, curiosity about new ideas and techniques
- Strategic thinking
- Organisation, time and project management, prioritisation
- Relationship building—Foster close relationships with prospects and other departments across Wordnerds

### Metrics & Targets

- **Lead Targets**—Hit agreed monthly, quarterly and annual targets for Sales Qualified Leads and Opportunities.

## Teamwork

### Inter-team

- The team works well to collaborate, ideate and problem solve with each other
- There are clear systems and processes in place and they are followed and monitored
- Targets and business decisions are clearly articulated, discussed and fed back on
- You give and receive clear, honest and kind feedback to other members of the team

### Intra-team

- The team works well to collaborate, ideate and problem solve with other departments
- Other teams are appropriately supported and consulted
- Your team contributes to a positive and harmonious work environment
- You give and receive clear, honest and kind feedback to members of other teams, including challenging managers and directors where you see fit

## Innovation

Innovation is the process of implementing new ideas into Wordnerds so that we constantly improve our ways of working. There are two main types of innovation we need you to deliver:

- **Incremental innovation:** gradual, fine tuning of established systems and processes that layer to achieve greatly more productive work over a long-term view
- **Radical innovation:** step-change ideas that completely reimagine or replace existing methodologies, ways of working and approaches

You should develop a consistent process that allows you and your team to:

- **Discover and assess new ideas:** from frameworks and methodologies to technological advancements, what are the tools, tips and techniques you can harness to achieve the innovation we are looking for?
- **Test ideas efficiently:** not all innovations are positive. Some have unintended consequences you can't possibly know about at first sight. In this role we expect you to use agile principles to:
  - Set and share expectations about what specifically we're trying to improve (and why!)

- Gather data quickly to test hypotheses in short feedback cycles
- Iterate on our learnings
- Approve or reject new ideas, based on the data and feedback

## Efficiency

Time is the most scarce resource we have. A hugely important part of your role is to design and implement systems and processes that make the best use of our limited time.

- Eliminate unnecessary work:
  - Implement one-to-many opportunities where appropriate
  - Automate boring, manual or low-value processes that take up time
  - Make meetings more productive
- Help others do the same:
  - Whether it's Salesy types and Marketeers in your team or people in other parts of the business, you should always be vigilant in spotting opportunities to help other Wordnerds reduce unnecessary work
- Own your impact:
  - Ensure that the work you and your team are doing is moving the needle on the leading and lagging metrics and business focuses we care about