

JOB DESCRIPTION – BUSINESS DEVELOPMENT EXECUTIVE, COLCHESTER

The purpose of the BDE role is to create warm leads for both the sales and lettings side of the business by effective client liaison and nurturing. This will include establishing and maintaining a strong brand presence with all leads. You will have exceptional interpersonal skills, sales skills and an in-depth knowledge and experience of Residential Sales and Lettings. You will report directly to the Director of Sales & Lettings.

KEY RESPONSIBILITIES

- Achievement of new business targets through the generation of leads to be passed to relevant team to convert to new clients across our range of services available.
- Promoting a wide range of services offered by Boydens driving high-quality referrals to the teams.
- Creating and finding new leads and building relationships with both leads and colleagues.
- Develop a strategy and plan in conjunction with the Marketing Director and Sales & Lettings Director to introduce new products and generate new leads.
- Develop a strategy and plan to target different categories of clients, via social media and funnel management and by working with Boydens Business Development Team.
- Effectively managing the funnel pipeline and contributing to development of the same.
- Plan and create new funnels with Marketing Director.
- Ensuring effective client management and development across product lines to ensure retention and growth of revenue of Boydens client database.
- Attend referred client property appraisals where necessary.
- Work with Director of Sales & Lettings onboarding multiple new instructions and or new acquisitions.
- Attend networking events, and other activities in order to generate leads.
- Work with marketing team to create marketing videos, blogs and webinars.
- Create and review digital marketing process to target new clients.

PERSON SPECIFICATION

- An in-depth knowledge of the workings of funnels and the targeting of prospective clients through social media marketing
- Experience of working in a fast-moving environment.
- A detailed understanding of lettings and sales processes and legal requirements in addition to a comprehensive understanding of the different services offered across the company, including Leasehold & Estate Management
- Excellent attention to detail.
- Versatility to communicate effectively at all levels and across the company in order to maximise opportunities across all departments and branches.
- Highly organised, with good time management skills.
- Self-motivated.



BOYDENS

Built on service and trust

- Adaptable, with a willingness to learn and to suggest improvements to strategy or services in order to maximise return on investment.
- Strong analytical and problem-solving capabilities.
- Computer literate.