

Employment opportunity

Business Development Executive, London

Your role:

Reporting to the Business Development Manager of this leading global pharmaceutical market research agency, the Business Development Executive will be responsible for building a pipeline of new business opportunities for our senior staff across the organisation. You will also be following up on an annual programme of marketing campaigns, in order to support a lead acquisition programme.

The role encompasses both a commercial and scientific element and would therefore suit an ambitious professional with prior business development experience in a professional services, market research or consultancy context; looking to excel and develop their career in pharmaceutical market research. We would also be willing to consider a recent graduate from a life sciences background.

The Business Development Executive position sits within a growing team of business developers. It involves partnering with senior members of our US, EU and Emerging Markets based research teams (Associate Directors and Directors), to drive sales across international markets.

As well as being responsible for lead generation on campaigns and appointment setting, this person will also be responsible for entering and maintaining contact information in our CRM (Customer Relationship Management) database system. This will include correcting/cleaning data as required and using social media and online tools such as LinkedIn Sales Navigator to find and verify new contacts.

We require somebody who is personable and proactive, with excellent communication skills (including good written and spoken English). Someone who is able to engage well with global senior pharmaceutical executives over the telephone and via email, whilst also being proficient with Microsoft Office and database systems (or willing to learn).

Additional languages (French in particular) would be an advantage. A knowledge or understanding of the pharmaceutical industry and market research services would be very useful. The role entails an opportunity for travel. Right to work in the UK will be required.



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Key responsibilities

- Conduct research to find new leads and verify contact details using sites such as Google, LinkedIn etc.
- Prospecting, cold calling, and qualifying potential customers.
- Setting up face to face meetings and teleconference meetings with potential customers for business development purposes or as a follow up to marketing campaigns.
- Creating and tailoring credentials presentations to fit prospective client's requests and interests.
- Maintain constant familiarization of product offerings and developments.
- Research and maintain current information regarding market updates and conditions, key customers and their requirements and specific solutions offered to customers.
- Maintain and manage the company CRM database, checking and cleaning contact records, updating notes and actions, entering new data as required.
- Support the Marketing team to carry out marketing campaigns by segmenting and selecting lists, updating the CRM with leads, notes and actions.

Experience

- Degree-level education (ideally in a Life Sciences subject – e.g. Biochemistry, Global Health, Health Economics, Pharmaceutical Science etc).
- Some experience in a BD role in a research or consulting business is desirable but not essential as training will be given.
- Experience of the pharmaceutical / healthcare industry will be highly beneficial.
- Experience of using CRM or other database system and a good knowledge of Microsoft Office programs.

Skills and knowledge you will need:

- Excellent telephone manner, tenacious approach and good communication skills (written and verbal).
- Must have a sense of urgency, work well under pressure, be goal-oriented and focused.
- Must be able to work under own initiative, but capable of seeking support when necessary.
- You must have a professional attitude and be able to accept and exemplify Research Partnership's unique culture.
- Knowledge of LinkedIn and other relevant social media tools for finding contacts.
- Knowledge of CRM, especially Hubspot, would be an advantage.
- A high level of spoken and written English (other languages, especially European, an advantage).
- The ability to prioritise and meet deadlines.

Further information:

There is a 2 day a week in office requirement based at our fantastic HQ location in Fulham Green, directly opposite Putney Bridge in London; which boasts free state-of-the-art gym with showers, on-site café, panoramic river views, and landscaped gardens.

About Research Partnership:

Research Partnership is a one of the world's largest pharma market research and consulting agencies. We have a collaborative, friendly culture with an expert, highly ambitious team of client-facing researchers, consultants and project managers.

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