

## JOB DESCRIPTION

### JOB TITLE:

**PARTNER MANAGER – EUROPE (BUSINESS DEVELOPMENT MANAGER)**

### DEPARTMENT:

**BBC StoryWorks, Programme Partnerships**

### REPORTING TO:

**Head of Partnerships, Global**

### OVERVIEW

#### BBC StoryWorks:

The creative studio with newsroom values. Agile content production agency from BBC Global News, embodying the BBC's creative spark and rigorous editorial quality to help brands connect through beautifully crafted storytelling.

#### Programme Partnerships:

A new division at BBC Global News. We tell the stories that make a difference but don't always make the headlines. By developing partnerships with the most influential organisations, we identify the innovation, ambition and impact of some of the most transformative endeavours shaping our world today. Industries, campaigns, causes and passions are explored and unveiled around the globe. The creative and production values of BBC StoryWorks, combined with new and exclusive global audiences – we offer our partners the chance to bring their experience and expertise to life, today.

### JOB PURPOSE:

To successfully engage brands across Europe in partnering to fund and produce high-impact video content to form international and global digital campaigns via BBC platforms and third party publishers. This role is a new business, revenue generating position with a research/journalistic approach, involving direct engagement with C-suite decision-makers at a wide variety of organisations across all industries, sectors and geographies.

Successful candidates will have demonstrable success in driving new business from cold prospects. Exceptional communication skills appropriate to board-level negotiation are a must. A passion for story-telling, journalism and research into diverse and sometimes quite complex subjects an advantage. Experience in understanding a variety of marketing/communications objectives, campaigns and products is useful.

Finally, this is an entrepreneurial role. We are looking for candidates who are keen to contribute to the growth of a new business. The ideal candidate should be as motivated by helping define process, strategy and business growth as much as their individual pipeline. Applicants should be comfortable getting involved in all areas of team activities, with the incentive of being involved in building a new, international business unit from scratch.

### KEY TASKS/RESPONSIBILITIES:

#### Sales and Business Development

- Outreach to senior decision-makers to negotiate collaborating and investing in content production
- Successfully and consistently achieve quarterly and annual targets to support a fast-growing new business
- Manage the entire sales process from research, outreach, negotiation, close and account growth
- Oversee redlines and contract negotiation where necessary, liaising with legal, finance and compliance
- Input activity and revenue forecasts accurately into Salesforce – Salesforce hygiene is essential
- Achieve weekly, monthly, quarterly activity KPIs

**Production and journalistic output**

This is not *just* a sales role. We are looking for commercially savvy professionals with provable success in an equivalent sales role, but also with a passion for producing great content, telling powerful stories, and building effective international marketing campaigns for their clients. Compensation will be based both on achieving and exceeding revenue targets, but it is also dependent on successfully ensuring the production of high quality video content that achieves the goals of our clients, our partners and truly impacts our audience.

**Business Development and Entrepreneurship**

This is not just an individual contributor role, this is a position for a collaborative team player who is motivated by seeing a business grow as much as by seeing his/her individual pipeline grow. We are a small team within a large organisation with ambitions to grow quickly. We are therefore eager to hire an entrepreneurial candidate motivated by growth and scale.

**KEY ATTRIBUTES/QUALIFICATIONS:**

- Experience in a sales and/or business development role
- Clear, eloquent, and personable telephone manner, proven ability to think on your feet
- Confidence and experience of credibly holding individual face to face meetings with senior executives
- The ability to research, understand, and relay new, complex concepts effectively
- Polished written, telephone, and face-to-face communication skills
- Strong attention to detail
- Excellent MS Office skills
- Great time management and use of initiative
- Experience and proficiency in Salesforce
- “Out of the box” creative thinker keen to propose new ideas and get involved in strategy and vision