



Position:

Business Development Manager
 Full-time or part-time role
 with a minimum of 3 days a week.

Salary:

Basic (full-time) salary: £45,000.
 Excludes companywide bonus +
 personal performance bonus.

About i4pd:

i4pd is an employee-owned product design and development consultancy. The firm is an established brand in Scotland with an excellent reputation for giving small and large businesses alike a competitive edge by bringing new or improved products to market. The company employs creative and experienced designers and engineers who operate out of i4pd’s studio in Edinburgh. The team works collaboratively with clients to augment their internal capabilities, adding both additional bandwidth and specialist product design and development experience. Our Edinburgh studio supports several large clients in the South of England and, as part of a plan to increase the number of client’s serviced in this area, i4pd has a co-working space in [Shoreditch](#), London (Soho Works).

Candidate and the Role:

You are a mid-level Business Development Manager who can operate primarily in a sales capacity, be able to generate leads and build awareness of the i4pd brand through existing digital channels. You will be a key addition to the Sales and Marketing function within the company, as i4pd looks to cement its reputation for its core areas of expertise and expand its revenue streams into developing geographies (e.g., USA, East Coast). You will be based in London or the surrounding area and will report directly to our Edinburgh based Business Development Director.

Key Responsibilities:

The following will be your primary and secondary focus within your role:

Responsibilities:	Support Provided (as required):	Primary Or Secondary Focus:
Meeting prospective clients	Internal Design/Engineering Team	Primary
Maintaining CRM database	BD Director	Primary
Generating Project proposals	Design/Engineering Team	Primary
Closing on leads	BD Director	Primary
Network at tradeshow	BD Director and Internal Design/Engineering Team	Primary
Managing sponsorship/membership relationships	BD Director	Primary
Conceive marketing campaigns (paid and unpaid)	BD Director	Primary
Updating company presentations	Internal Design/Engineering Team	Primary
Managing LinkedIn, Twitter and Instagram	Internal Design/Engineering Team	Secondary
Updating case studies	External Web Developer	Secondary
Create marketing collateral	External Graphic Design / Videography Partners + Internal Design/Engineering Team	Secondary

Audience/Customers:

Typically B2B companies, with a focus on selling to design and development teams within businesses that already design, manufacture and sell high value/margin hardware devices.

Current Channels:

- i4pd Website
- Company LinkedIn & team’s profiles
- LinkedIn Advertising
- Webinars
- Sponsorship/Partnership Agreements
- Technology Scotland
- Cold calls and emails (including InMail)
- News bulletins to a mailing list



Email jobs@i4pd.co.uk quoting job reference '**Business Development Manager (BD01)**' and include the following:

- Your CV.
- A covering letter describing the contribution your skills & experience would bring to the team (related to the key responsibilities highlighted on the previous page).
- Portfolio (if applicable/available).
- 2 references