

Employment opportunity

Living With Business Development Senior Executive

The role:

We are looking to appoint a Business Development Senior Executive to join our syndicated patient focused research team, 'Living With' (LW). The Business Development Senior Executive will be responsible for supporting sales activity for the Living With senior team.

Reporting to the Business Development Manager of this growing global pharmaceutical market research agency, the Business Development Senior Executive will be responsible for building a pipeline of new business opportunities for our LW Directors. Our clients are global and regional, and part of the role would involve reaching out to stakeholders in global, regional and country markets and 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 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.

The Business Development Senior Executive position sits within a growing team of business developers, and would involve partnering with senior members of our Living With research teams (Associate Directors and Directors) to drive sales across international markets.

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

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

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Additional languages would be an advantage, and a knowledge or understanding of the pharmaceutical industry and market research services would be very useful.. Right to work in the UK will be required.

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 meetings and teleconference meetings with potential customers for business development purposes
- Creating and tailoring credentials presentations to fit prospective client's requests and interests.
- Presenting key credentials to clients
- Maintain constant familiarization of product offerings and developments. Research and maintain current information regarding: market updates and conditions, top customers and their requirements, specific solutions offered to customers.
- Maintain 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 or Global Health).
- At least 12 months experience in a BD role in a research or consulting business
- Demonstrable track record of success in pre-sales
- 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.
- Be able to work in collaboration with the broader BD team
- You must have a professional attitude and be able to accept and exemplify RP's unique culture.
- Knowledge of LinkedIn and other relevant social media tools for finding contacts
- A high level of spoken and written English (other languages, especially European, an advantage)
- A good basic understanding of the principles of marketing
- The ability to be able to prioritise and meet deadlines

Further information:

This is a full time role (37.5 hours a week), 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, outdoor cinema, panoramic river views, landscaped gardens and regular social events.

About Research Partnership:

Research Partnership is the largest independent healthcare market research and consulting agency in the world. We are looking for an Associate Director with a background in Quantitative and Qualitative patient research to join our fast growing "Living With" team in Fulham, London.

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