



Shape the future of the UK's fastest  
growing B2B marketing agency.

Business Development  
Manager

# Objective is recognised as the fastest growing B2B marketing agency in the UK.

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We achieved record business growth in 2023.

Our teams work at board level with regional, national and international B2B brands to successfully deliver:

- Strategy
- Creative
- Digital
- Content

## Business Development Manager

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You have a unique opportunity to lead Business Development during an exciting period of expansion.

Supported by our Senior Leadership team, our Business Development Manager has responsibility for:

- Identifying prospects
- Engaging prospects by telephone, email and social channels
- Representing Objective at executive networking, exhibitions and events
- Developing proposals and presentations
- Hosting meetings, both face to face, and remotely

As a self motivated go-getter, you will generate quality leads by educating businesses on the benefits of partnering with Objective.

You will strive to understand business challenges and enjoy identifying marketing opportunities.

Reporting directly to our Managing Director, you will report on the new business pipeline, to ensure monthly, quarterly and annual new business sales targets are met.

## Skills and Experience - Essential

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- Proven ability to identify business challenges and opportunities
- Good understanding of B2B marketing, especially digital services
- Demonstratable new business development experience, using a consultative approach
- Evidence of exceeding your sales targets
- Excellent prospecting skills, both by telephone and face to face
- Experience developing sales proposals and presentations
- Full driving license and access to a vehicle
- Entrepreneurial approach

You will be based at our purpose designed offices, studio and meeting facility in the vibrant heart of Sheffield City Centre.

Core business hours are Monday – Friday 9.00AM – 5.30PM, with the requirement to attend events and meetings outside of these hours, as required.

## Skills and Experience - Desirable

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- Established network of relevant business contacts
- Marketing agency experience
- Experience in professional services, engineering or advanced manufacturing sectors

## Outstanding Rewards

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You will join a highly successful collaborative team, benefiting from the support of marketing, creative and digital professionals.

- Competitive salary
- Very generous commission
- Transparent business wide bonus scheme
- Health cover
- Agency perks including team lunches, socials, workshops and Netflix
- 1 to 1 development and progression plan, including training and coaching budget
- Defined career structure, with amazing support and mentorship
- Purpose designed offices, studio and meeting facility in the heart of Sheffield City Centre
- Business focussed, friendly, fun environment

**The successful candidate would be expected to earn a total annual package in excess of £50,000.**

## Mission

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Enable B2B clients to  
**accelerate business growth.**

## Vision

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To be recognised as the  
**most effective B2B  
creative marketing agency**  
in the UK and beyond.

## Values

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**Collaborative** - We always work in partnership with clients. We work better together as a team.

**Supportive** - We work at our best when we support and develop our team. We positively impact our community.

**Focused** - We are strategic, creative and considered. We are committed to delivering better results.

**Transparent** - We are open and honest with everyone. We always deliver efficient and effective solutions.

**Innovative** - We explore better ways to solve problems. We welcome new technologies and practises.

**Entrepreneurial** - We are commercially led and agile. We embrace considered risks.



## How to apply

We encourage applications from candidates wishing to work on both a full time and part time basis.

We can offer flexible opportunities.

**Please send your CV and covering letter to  
[careers@objectivecreative.com](mailto:careers@objectivecreative.com) or call 0114 253 6756 for  
a confidential conversation.**

In your application, please highlight that you meet the Skills and Experience listed in the specification.

Objective is committed to a diverse working environment.

We welcome all applicants.



### Objective

The Circle, 33 Rockingham Lane, Sheffield, S1 4FW,  
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[objectivecreative.com](http://objectivecreative.com)