



**Job Title**

Business Development Executive

**Status**

Full-time - 37.5 Hrs/wk

**Location**

Lisburn City  
(With foreign travel)

**General Role**

Senior position responsible for Management & appointment of distributors, Market research, administration, technical support and direct sales activities.

**Salary**

£ 20,000 - £ 35,000 per year  
Depending on experience

**Responsibilities**

**Management of existing distributors**

- Day-to-day contact with Worldwide distributors
- Setting sales targets and sales forecasting;
- Assisting distributors to identify end customers/sales opportunities/prospects in their market; and distribution of leads which come directly to arcatech;
- Chasing up leads progress with distributors;
- Process, Dispatch and Invoicing of orders;
- Feeding distributors new product, market and customer application information;
- Receiving and collecting market intelligence on a regular basis on customer requirements and competitor developments;
- Organising distributor training;
- Monitoring technical support provided through distributor;
- Annual evaluation to review activity, performance and set targets;
- Sending out/receipt of sales and marketing action plan for distributor on an annual basis.
- Research to identify new distributors/potential resellers;
- Recruitment of new distributors;

**Direct Sales Activities**

- Identify new market and new product opportunities.
- Find link selling opportunities using both old/new contacts.
- Sharing of market research findings with marketing, product development and R&D.
- Establishment of direct sales opportunities for products directly outside distributors remit.
- Follow up of Direct Sales leads

**Market Intelligence**

- Finding out/compilation of customer applications for our products;
- Generating competitor intelligence,
- Assisting in preparation of comparisons with competitors
- Provide feedback and input from own markets to help shape marketing strategy for all arcatech products and services.

**Promotion**

- Assist where required in design, production and co-ordination of all marketing collateral, exhibition graphics and press releases.
- Co-ordination of and Representation at trade fair/recruitment exhibitions, including follow up of contacts
- Seeking out promotional opportunities for Arcatech products

**Technical support**

- Assist customers in the operation of their products and organise support for problems they may have
- Demonstrate the technical operation of our equipment.

**General**

- Any other tasks required by the management



**Essential Qualities**

- Good third level qualification in Business, Marketing or Engineering related discipline
- Minimum one year Engineering or Sales and Marketing Experience
- Computer literate with a working knowledge of Office 2003
- Good project management skills
- Excellent interpersonal skills
- Ability to work to tight deadlines
- A problem solver
- Good presentation skills
- Prepared to travel

**Desirable Qualities**

- Experience of staff management
- Solid technical background
- Knowledge of the telecoms industry