

Can you help us grow
our high-potential
product?

Acteon

Business Development Manager

Thank you for your interest in this position. This document will give you more information about Acteon, our work, and this role. On the next page you will find details explaining how to make your application.

Acteon is a Cambridge-based agency and consultancy that creates communication and learning to help people flourish at work. We work with international clients across a wide range of sectors.

Our projects help people make better choices at work, work more efficiently, be safer, embrace diversity, develop their skills – whatever it is that makes them, and their organisations, more successful. Our projects often address complex issues where a client needs help to find its voice and promote positive change within the organisation.

For example:

- We've created dynamic mobile e-learning to help Netflix engage and inspire new joiners in film and TV production roles.
- Co-op saved millions of pounds through a major change initiative where Acteon used a blended communication campaign to help 40,000 front-line colleagues adopt essential new behaviours.
- We work extensively with global pharmaceutical companies, with a range of work from delivering leadership workshops to helping to train sales teams with information about new drugs and disease awareness.
- We work with Boots to train UK-wide pharmaceutical colleagues, through the creation of interactive training resources delivered through a bespoke digital learning platform built by our digital team.
- We also have a software product – Breeio, a learning management system (see www.breeio.com).

We help clients find the right way to connect with their audience, creating content that surprises, delights, engages and motivates them, as well as software solutions like Breeio (breeio.com) that deliver impact and results across the organisation.

The role

We are looking for an exceptional person to join our team. We have an award-winning hosted learning management system and a blue-chip client base, and we are looking for an experienced, entrepreneurial business development colleague to help us to take advantage of opportunities to grow this part of our business and to share in its success.

Acteon is seeking an experienced and versatile Business Development Manager to lead the growth of our Breeio Learning Management System and AI-powered learning technology. This role is ideal for a proactive self-starter who is passionate about both marketing and sales, and who thrives in a hands-on, dynamic environment. You will be responsible for shaping our brand, driving marketing campaigns, generating leads, and closing sales opportunities.

In summary, as Business Development Manager in a growing business you will:

- identify and pursue sales opportunities in target markets
- develop and implement comprehensive marketing strategies to promote Breeio
- plan, execute, and monitor marketing campaigns across various channels, including digital, social media, email, and events
- develop and maintain relationships with key clients and prospects
- conduct product presentations, demonstrations, and negotiations to close deals
- collaborate with the senior management team to develop and maintain Breeio's brand identity, messaging, and visual assets
- ensure brand consistency across all channels and materials
- work with our in-house Design Studio or external agencies to create and refine brand assets
- collaborate closely with the product development team to provide market feedback and insights from customers
- influence product roadmap decisions based on customer needs, market trends, and competitive analysis

Essential skills:

- extensive experience of planning targeted lead generation campaigns
- extensive consultative sales experience
- considerable experience of nurturing sales opportunities throughout the sales process
- a caring attitude that seeks – above all else – the best solution for the client
- client-facing experience and the confidence to deal with people at all levels
- experience giving software demonstrations and preparing proposals that are aligned to the clients' requirements
- dynamism and enthusiasm for contributing to the development and success of the product
- ability to work effectively both independently and as part of a team
- self-motivated with strong organisational skills with the ability to balance several different customer queries alongside other priorities

The ideal candidate is likely to also have:

- experience selling a learning management system or a software platform in a Business-to-Business role
- a basic understanding of how web and database applications work
- experience in helping a product grow sales and capture market

The successful candidate is likely to have one year's experience in a similar role, or extensive experience from hobby or personal interest, and a strong desire to learn.

Who we are and how we work

Acteon has just over 50 colleagues, including consultants and writers, design studio colleagues, a digital team, marketing, people and operations teams. We are a limited liability partnership (LLP) with four partners.

Our office is a beautifully converted Georgian brewery in central Cambridge. Beer-making stopped in 1972, but there's still a pub next door.

We pride ourselves on strong relationships both internally and externally. We value and listen to the opinions of all colleagues; good working relations and positive attitudes to teamwork are at the heart of our organisation. We build relationships with clients rooted in our ability to exceed their expectations, deliver outstanding work, and form positive partnerships with them. We have a strong reputation and have won multiple national awards.

As a member of a small company you'll have a chance to influence the development of Acteon and to contribute to and share in our success.

What we offer

We offer the satisfaction of stimulating and varied work performed to a high standard in a friendly and supportive environment. As a member of a small company you will have the potential to influence the development of our business and to contribute to and share in its success. The role will give you the chance to express a high degree of independence and creativity, whilst retaining the guidance and support of an experienced and dynamic team.

The role is full-time. Salary is negotiable based on experience, and there is an opportunity to earn sales commission and bonus. In addition, we offer a contributory pension scheme, life assurance, gym membership, DenPlan cover, and 25 days annual holiday (in addition to statutory holidays). Most colleagues follow a hybrid working pattern with some time spent in the office and some time working from home, while others spend most of their working time in the central Cambridge office.

Making your application

To apply for this role, please send us:

1. Your CV.
2. A covering letter, briefly explaining your suitability for the role. Please state where you saw this post advertised.

Please send your application by post or by email to:

recruitment@acteoncommunication.com

Acteon, Burleigh House, 15 Newmarket Road, Cambridge, CB5 8EG.

Following review of the applications, selected candidates will be invited to our offices for an interview.

Acteon designs and delivers blended learning to help organisations flourish. We craft creative solutions that make a real and lasting change for our clients. We provide support for strategy & design, change communication, e-learning, blended learning, mobile, video, animations, workbooks, gamification, coaching tools and learning management.

Acteon is a multi-award winning agency with an international reputation for quality and innovation.

acteoncommunication.com

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