ROLE SPECIFICATION

Business Development Manager

Salary: Base salary with performance-based commission (£22K - £55K)
Location: central London
Flexible working, part-time role

Job Brief

We are looking for a confident and talented sales executive to join Present Films as Business Development Manager. This exciting new role is designed to enable us to build new relationships with a variety of customers, and ultimately to grow the number of films we make and the audiences we reach.

The post will be responsible for implementing and improving our current marketing and sales strategy. This includes overseeing our social media and marketing strategy, managing our sales pipeline and managing ongoing relationships with customers. As a small company, we all tend to help one another, so we would also expect you to occasionally support our film production team, whether on location or during pre/post production.

This is an opportunity to work closely with the managing director to shape the strategic direction of the business and to grow our capacity to win and deliver inspirational projects to our clients and customers.

We are looking for someone who relishes a challenge, who thrives in a small business environment with few rules and where you have permission to do whatever it takes to get the job done.

Background

Over the past three years Present Films has worked to establish its offer, build its identity and establish its foundations through the mix of films, clients and products. We have tried and tested our products and services and worked on a small scale to make sure that what we do is unique, excellent and inspiring. We are now ready to move to our next phase of development and scale our operations.

Present Films has built its expertise as a boutique film production and training company specialising in documentaries for private customers and small businesses. This niche market is growing rapidly, as online video becomes the dominant form of communication for many organisations and professionals. We are also seeing a growth in the market for private commissions of video content, whether for biographical use, social activism or family occasions.

The objective of the Business Development Manager will be to:

1. Increase sales while adhering to our strategy and values, and building the right mix of clients and projects
2. Support the managing director to shape the strategic direction of the business and to grow our capacity to win and deliver inspirational projects to our clients and customers

Responsibilities – what the role will entail

- **Generate and sustain sales pipeline (60%)**
    - approach and initiate meetings with potential clients
- **Marketing activity (25%)**
    - Improve and manage our social media and online marketing strategy
    - Organise events to raise profile of the the company and attract potential clients
    - Manage newsletter production and distribution
- **Support film productions and associates, when required (15%)**

Attributes –we are looking for someone who has

	Desirable	Essential
Great sales skills		x
Sales and marketing experience	x	
A love of film		x
The ability to be equally good working in a team as independently		x
Knowledge of the market, well-connected	x	
Capacity to thrive in a collaborative and creative environment		x
Drive to be a self-starter and doesn't wait to be told what to do		x
Good understanding of social media		x

How to apply

Please send a CV and a covering letter, to ruth@presentfilms.
The covering letter should set out how your skills and relevant experience relate to the *responsibilities* and *attributes* listed above and give details of your current role, salary requirements and notice period, confirmation that you are a British Citizen or otherwise have the right to work in the UK, and where you saw the advert.

The closing date for applications is close of play on Wednesday, 15th November.
We regret that we will only be able to reply to and give feedback to short-listed applicants.

About us

Present Films helps its clients tell their stories through film. It makes the medium of film and storytelling through film accessible to those who wouldn't naturally use it. This means that our productions centre around our clients, whom we see as our collaborators.

Present Films is a unique production company in that:

- Our clients/collaborators are taken along a collaborative creative journey by the end of which realise their stories in films.
- Our productions are always very small with no more than one or two people on set. This again lowers costs, but also creates a more intimate and less intimidating environment where our collaborators feel comfortable and really can be themselves.
- Our costs are highly competitive – so that individuals and small companies can afford making a film without this costing them the world.
- We offer a crowdfunding option for those who need the contribution of their peers in funding their film. This can be a family getting together to tell a joint family story, or a charity that gets the contribution of its support network in showing the amazing work that they do, in film. Our crowdfunding pages are secure and can be shared with a small group of people so that the project remains personal.
- We offer training to help people make their own film usually using their gadgets and domestic editing software.

In a world where filmed content becomes more and more common, and even essential in business context, our clients get to go through a journey which refines their stories, and makes them shareable online, for generations. Each film we produce is unique and tailor made to our collaborators' needs and helps them reflects their true character in a respectful, loyal, professional and most creative way possible.

www.presentfilms.com