



Job Description

Role Profile:	Business Development Assistant
Reporting to:	Sales and Marketing Director
Location:	Southampton
Date:	September 2020

Why you would want this role?

Established in 2007, **INDO Lighting** is a pioneering manufacturer of Direct Drive LED street lighting systems, bespoke retrofit solutions and specialist horticulture lighting equipment. Using advanced technologies to improve lighting performance, yield higher energy savings, deliver greater value and reduce environmental impact we offer solutions for all exterior applications in both commercial and public amenity environments. Delivering the majority of our products into the UK and continental Europe, we are established as the innovative supplier of choice for our customers and experiencing significant growth in emerging markets.

What are we looking for?

We're looking for a motivated and bright graduate/young professional to join our growing team in a business development position. You will be responsible for identifying and pursuing new opportunities for growth in existing and new markets. You will be working with the commercial team to provide support on all sales and marketing related matters. It is expected that a large proportion of time in the role will be involved with preparing tender submissions and undertaking activities to support the companies export strategy.

What will you be doing?

- Tender writing, formatting and submission directly to clients and via tender portals
- Management of tender opportunities through monitoring of various portals and industry press
- Provide support to external sales team through preparation of customer proposals, quotations and processing sales requests in line with company SOP's
- Support and pursue opportunities for growth in particular exterior lighting export to EMEA
- To establish, maintain and develop new client opportunities in existing and new markets
- Attend and support industry trade shows and events
- Assist with preparation of marketing materials such as presentations, pitches, brochures, website and social media content
- To assist with the development and management of lead generation processes and effectively provide detailed reporting on these activities
- To present and sell the company's products and services to existing and potential clients
- Undertake regular competitor analysis and present findings of interest to the commercial team
- Identify problems impacting on customer satisfaction and to implement a prompt and effective resolution through the management of all necessary resource
- To work closely with other team members to ensure delivery of excellent customer service



- Maintain up to date and accurate customer and lead information on the ERP and relevant systems in line with the company IMS processes

You Have

- Excellent presentation and communication skills
- Are passionate about sales, marketing and customer service
- Professional phone manor and great inter-personal skills
- Ability to establish, develop and nurture relationships and a willingness to socialise with customers both during and outside of office hours
- Ability to delivery under pressure and to deadlines
- Ability to absorb information quickly, identify risk and make appropriate decisions
- Confident with IT, proficient in MS Office applications
- Comfortable using social media platforms including LinkedIn, Twitter and MailChimp
- Ideally educated to graduate level
- Proactive can do attitude and desire to learn
- Additional language skills would be advantageous
- Experience in contract management would be advantageous

We Value

- Ambitious, self-motivated, hardworking, results focussed, problem solver with a positive outlook
- A natural forward planner who critically assesses their own performance
- Balanced focus between short term achievement and long-term development
- Recognition that improvement is a behaviour, a way of life
- Integrity and trust, accountability to do the right thing, always
- Teamwork and Diversity, collaboration and inclusion to create common goals and ownership

CV's will be reviewed on a rolling basis and interviewing will be arranged as soon as possible.

Job Type: Full-time

Required licence or certification: Full UK Driving Licence