

JOB DESCRIPTION – BUSINESS DEVELOPMENT EXECUTIVE

Company Overview

Tradedoubler is one of the pioneers in affiliate and performance marketing operating in over 30 countries worldwide.

Tradedoubler launched in Stockholm in 1999, taking its inspiration from US dotcom companies at a time when Google was still run from a garage in California. In affiliate marketing programmes Tradedoubler saw the potential to create a virtual meeting place for advertisers and web publishers and a new form of marketing and commerce based on shared knowledge and connections.

After the bursting of the original dotcom bubble, Tradedoubler continued to grow across Europe and beyond, providing crucial revenue streams for an ever-increasing number of web publishers and a profitable channel for offline retailers looking to grow sales online. Our success has always been based on the clear, compelling value of our pay-for-performance model: an opportunity for businesses to drive sales and for publishers to earn revenue based on the results they deliver.

Tradedoubler was listed on the OMX Nordic Exchange, Stockholm in 2005, following six years of continuous growth. Our affiliate network has grown every year since 2001, and today we work with over 140,000 active publisher websites in over 30 countries worldwide. In August 2011, Tradedoubler was voted the Number 1 preferred affiliate network in Europe in an A4U survey of over 1,000 affiliate publishers, who rated networks on the quality of their merchants and advertisers as well as the reliability of tracking and payment platforms.

Tradedoubler has never stopped innovating when it comes to leveraging the value of affiliate marketing programs and affiliate marketing technology for business. We continue to break new ground in areas such as mobile affiliate marketing and the use of affiliate networks to meet a range of performance marketing objectives in addition to sales. Our market-leading suite of affiliate technology solutions helps advertisers worldwide to track, optimise and integrate their performance marketing activity.

Tradedoubler today is built around two main areas of business:

- The business network: through which it operates as an independent third party, arranging adverts and campaign space among advertisers, media agencies and its unrivalled network of websites/publishers.
- The technology platform: an advanced proprietary advertising solution that connects traffic and transactions across advertisers, website publishers and agencies. This technology solution is licensed to some of Tradedoubler's largest clients so they can manage, or part-manage their digital marketing activities in-house.

We believe in developing strong relationships with our clients and focus on delivering customised solutions based on individual client objectives.

Company website - www.tradedoubler.com

Company video - [why Tradedoubler](#)

Facebook - [Tradedoubler worldwide](#)



Role Overview

The Business Development Executive (BDE) is responsible for generating leads and supporting new business revenue to Tradedoubler. Working as part of a dedicated sales team, the BDE will have his/her own prospect portfolio focused on specific business sectors. He/she will be responsible for developing a sales contact plan, building strategic proposals, responding to procurement led RFIs and pitching to small and medium sized clients.

Key Personal Responsibilities

Business Development

- Work with and expand current prospect database within specified business sectors to generate effective leads & exceed sales targets for the business
- Develop a sales contact plan direct marketing, and attending industry events to build relationships with key prospects
- Respond to incoming Requests for Information (RFIs), Requests for Proposals (RFPs) in a professional and creative manner
- Understand a prospect's business needs and work with the expert teams to develop a tailored digital marketing proposal
- Work closely with colleagues in Tradedoubler to identify common new business prospects and cross-sell integrated search and affiliate proposition
- Represent td at industry events, including round tables, speaking forums and new business events
- Work closely with Marketing to identify appropriate go to market messaging for specific business sectors

Knowledge Sharing, learning & development

- Enhance own development by taking responsibility for staying informed and up to date with industry knowledge
- Work closely with the Sales team to develop new business proposals
- Work closely with the client service, operations, editorial and implementation teams to demonstrate td expertise at new business pitches
- Contribute to the learning environment by identifying areas where there is potential for learning and building knowledge with others
- Adopt the performance management scheme by setting objectives, participating in performance reviews and building a personal development plan

Key Relationships

- Other Business Development Managers & Business Development Executives
- Marketing Executive who supports all proposal writing
- Group Marketing team
- Client Development team
- Network team

Professional Requirements

- Ability to interact with and influence multiple sales channels
- Ability to manage and track lead generation and a sales pipeline through CRM system



Personal Requirements

- Tenacious & creative sales approach
- Driven and motivated by results
- Passionate about performance marketing
- Strong presenter and negotiator
- Excellent written skills
- Organised with good attention to detail
- A self-starter who can spot new opportunities
- Able to work as part of wide and varied team

