# Business Development Representative

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| Job title | EBDR | Job family | TBC |
| **Grade** | TBC | **Reports to** | Respective Head of Demand Gen stream, e.g. Public, Private |
| **Location** | Hybrid – Watford or Peterborough | **Team size** | 0 |

| About the role: |
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| As a key member of our Demand Generation team, you will play a vital role in driving both new business and nurturing existing lead pipelines to support Zellis' ambitious growth plans. Working to defined targets, you will generate qualified leads and build a robust sales pipeline through strategic inbound and outbound activities. In this position, you'll execute multi-channel demand generation strategies specifically designed to drive pipeline, while collaborating closely with our sales, marketing, and service teams to ensure alignment on revenue targets and lead quality metrics.  Your success will directly contribute to our organisation's expansion by delivering high-quality opportunities that convert to business. |
| **Role accountabilities and responsibilities:** |
| **In this role your key responsibilities will be:**   * **Lead Generation and Pipeline Building**: Identify, qualify, and nurture high-quality leads through strategic inbound and outbound activities to consistently meet or exceed pipeline targets. * **Multi-Channel Campaign Execution**: Implement and optimise demand generation campaigns across various channels to maximise lead acquisition and conversion rates. * **Sales and Marketing Alignment:** Collaborate closely with sales, marketing, and service teams to ensure seamless handoff of qualified leads, maintain consistent messaging, and continuously improve lead quality metrics. * **Insights**: Provide feedback on campaigns and intelligence gained from campaigns to the rest of the marketing team to improve performance.   **Essential Skills/behaviours:**   * **Campaign Management**: Demonstrated experience planning and executing multi-channel marketing campaigns with measurable results in lead generation and pipeline development. * **CRM/Marketing Automation Proficiency**: Expert knowledge of marketing automation platforms and CRM systems (Preference HubSpot) to manage leads, track engagement, and measure conversion rates. * **Results-Oriented**: Consistently focused on achieving or exceeding defined targets with a proactive approach to identifying opportunities and solving problems that impact performance. * **Collaborative Mindset**: Ability to work effectively across departments, to align objectives, share insights, and collectively drive pipeline growth. * **Adaptability**: Willingness to pivot strategies based on data and quickly adjust to changing market conditions or business priorities.   Critical competencies – Can demonstrate:  **Campaign Execution**   * Experience in delivering a demand generation campaigns with measurable pipeline impact (3+years) * Experience with lead nurturing workflows across digital marketing platforms * Experience in HR and Payroll or Enterprise software business development (2+ years)   **Sales & Marketing Integration**   * Demonstrates success in collaborative pipeline development with sales teams * Track record of meeting or exceeding shared revenue targets and lead quality metrics |
| **Special circumstances / Other requirements e.g. travel requirements, working arrangements etc** |
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| About Zellis Group |
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| We are Zellis Group. The UK and Ireland’s leading provider of HR, pay, reward, analytics and people experiences.  Zellis Group consists of three companies - Zellis, Moorepay and Benefex - who provide services to different customers and have the autonomy to design and deliver products to meet their unique needs. We are three distinct and successful businesses, but there is power as a group.  Our overall purpose is to *power exceptional employee experiences so you and your people do better*.  **Our history**  We have over 50 years of heritage and industry experience – and we’ve been ahead of the curve throughout.  More than half a century ago, we were founded as Peterborough Data Processing. Quite a lot has changed since then – not least our name.  We were acquired by Northgate, becoming NorthgateArinso in 2007 and NGA Human Resources UK and Ireland in 2014, where we were joined by Moorepay. In 2018, the UK and Ireland division was sold to Bain Capital and now we operate as a standalone company.  After acquiring Benefex, we’re now even better equipped to serve the complex needs of our customers.  In September 2020 we launched Zellis HCM Cloud, the exciting next evolution of ResourceLink, our flagship payroll and HR solution.  **We’re proud of our culture**  At Zellis we work hard to create a culture where people want to join, belong to, and be part of a progressive organisation. We’re committed to recruiting and retaining a diverse and inclusive workforce that is representative of the customers we serve and the communities we operate in.  **Our values,** which were defined with input from all of our 2,000 colleagues, are not empty words on a poster. They reflect who we are, and how we operate as a business.  A screenshot of a computer  Description automatically generated |

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