

Business Development Associate

Division: Moorepay Ltd - SMB Division of Zellis UK Limited
Location: Swinton, Greater Manchester
Reports To: Sales Floor Manager

Main Purpose of Job:

As a Business Development Associate, you will play a key role in driving new business growth for Moorepay. You will be responsible for proactively identifying and engaging senior decision makers within target businesses, building a strong pipeline of qualified sales opportunities, and nurturing prospects through to appointment stage for our field sales team. This is a consultative, outbound-focused role where your experience in selling to senior stakeholders and understanding of the Payroll, HR, or SaaS landscape will set you apart.

You'll work within a collaborative and high-performing sales team, with the autonomy to manage your own territory and pipeline.

We love to reward our people for their hard work, so you'll get the opportunity to earn more with our competitive commission structure. We offer a flexible benefits package, a comprehensive programme of learning and development, and a great work/life balance.

You'll work alongside your team from our Swinton (Manchester) offices Monday-Thursday, with Fridays working remotely.

Key Accountabilities:

- Proactively sourcing and engaging new business opportunities through outbound activity, leveraging data, CRM systems, and your own research to target key prospects.
- Building and managing a robust pipeline of qualified opportunities, following up on prospect data, and marketing campaigns to nurture long-term relationships.
- Engaging with senior decision makers (C-suite, HR Directors, Finance Directors) to understand their business challenges and position Moorepay's products and services as a solution.
- Ensuring all key details — decision makers, incumbent suppliers, contractual periods, and opportunity intelligence — are accurately captured and maintained within CRM.
- Using specialist tools, social media, industry news, and market insight to identify business triggers and competitive advantages for Moorepay.
- Consistently achieving and exceeding activity and performance KPIs through self-driven, disciplined outbound activity.
- Collaborating closely with the Business Development Management team and wider business to ensure a seamless handover of qualified opportunities and a quality experience for prospects.

Desirable Experience / Qualifications / Credentials:

- A minimum of 2 years' outbound sales experience in a B2B environment (essential).
- A proven track record of hitting or exceeding sales targets and generating qualified pipeline.
- Experience engaging with and selling to senior decision makers.
- Previous experience within a Payroll and HR Services business is highly desirable; alternatively, a strong background in SaaS sales or B2B services will be considered.
- Confident, articulate communicator with the gravitas and credibility to hold conversations at a senior level.
- Self-motivated and resilient, with the ability to manage your own workload and pipeline effectively.
- Strong commercial awareness and an understanding of how to position solutions against competitor offerings.
- Proficient in using CRM systems and sales tools to manage activity and data.
- Educated to a minimum of GCSE level — Maths and English essential.