

ECONOMIC DEVELOPMENT ASSOCIATE



ABOUT US

HMC make a difference to communities and regions by helping companies to grow and export and by helping to attract inward investment into countries globally. We assist some of the top economic development agencies across the world to attract foreign direct investment and win trade deals. We are responsible for launching marketing campaigns which have attracted top multinational companies into Northern Ireland.

ABOUT THE ROLE

To identify key opportunities for clients across specific markets and industries, developing strong client relationships and proactively creating genuine opportunities for clients. Provide research and prospecting support for assigned client and HMC Principal.

KEY RESPONSIBILITIES AND DUTIES

- Understand client requirements and deliverables on Invest NI and International client contracts;
- Data mine CRM system to prepare prospecting lists in line with client PID or project plan and targeted campaigns;
- Complete prospect segmentation and analysis;
- Carry out company research using online research tools such as social media platforms, RSS Feeds, Google Alerts, and LinkedIn;
- Qualify prospects and tailor email communication specific to prospect to introduce the client and the relevance to the business;
- Follow up on prospect contact and set up meeting;
- Call client and qualify the meeting – set up agenda call;
- Complete briefing document for client or Principal consultant;
- Update CRM and data management on all prospecting activity;
- Complete monthly client reporting and scoreboard reporting;
- Co-ordinate Upwork prospecting activity for clients and HMC;
- Carry out market analysis at the request of Client or Principal Consultant;
- Other Duties may include: Client product analysis; Email marketing campaigns; Client blogs; as requested by clients.



PERSON SPECIFICATION

ESSENTIAL EXPERIENCE

- Degree or relevant third-level qualification (e.g. Marketing, Business, English, languages)
- 1 year of sales experience;
- Experience of working within a team to achieve goals;
- Excellent verbal and written communication skills;
- Excellent interpersonal skills;
- Experience in conducting company/ market research;
- Strong analytical skills;
- Excellent computer skills including Microsoft Word, Excel and Outlook;
- Eligibility to work in the UK;
- Fluency in English (written and verbal).

DESIRABLE EXPERIENCE

- Experience in B2B sales;
- Report writing for business use;
- Experience using a Customer Relationship Management (CRM) system;
- Language skills (business level proficiency).

REMUNERATION & BENEFITS:

- £17,000 p.a. starting salary, increasing to up to £18,000 p.a. upon satisfactory completion of probation period;
- Eligibility for annual achievable £3,600 bonus based on performance, paid on a quarterly basis;
- Medical and dental insurance on completion of 1 years' service;
- Pension contribution;
- Education fund on completion of 1 years' service;
- Extensive training programme relevant to the role;
- Opportunity to work with charities and lead with CSR activities;
- Opportunities to develop yourself to help enhance your career;
- Belfast City Centre office location;
- Social events once a month with regular team away days and activities.

CONTACT DETAILS

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