

## Zinc Communicate Job Description

### Commercial Research Executive, B2B Video Division

#### The Company & Role

- Zinc Communicate, a division of [Zinc Media PLC](#) - are searching for a Research & Commercial Executive to join our Corporate Video Marketing team.
- This growing division requires a dynamic and enthusiastic candidate whose primary responsibility will be to drive video production and film sales through research, lead generation, and providing commercial support to senior members of the team.
- Working in partnership with the world's leading trade associations, we are currently working across several sectors including energy, finance, maritime, healthcare, aviation & tourism to create top quality short film programming, highlighting key industry specific issues through paid story telling by corporate brands, that are closely aligned to these trade associations.
- The successful candidate will report to the Director of Business Programming and be a critical part of a wider team strategic, sales, research, and production team.

#### Responsibilities

- Generate and provide insightful research and qualified leads to the sales team to help speed up winning new business using data, lead generation tools, email outreach and phone calls.
- Demonstrate a deep understanding the 'hot topics' within key industry sectors to generate interest and involvement from target customers.
- Plan and lead strategic outreach campaigns and analyse response to drive effective conversion.
- Collaborate with the Director of Business Programming on the most effective handover to sales once client interest has been generated.
- Manage outreach, contact and client data through our CRM.
- Achieve KPI's focused on generating interest and conversion of qualified leads for the Director of Business Programming and broader sales team.

#### Required Skills / Background

- Great communication skills (written & oral)
- A diligent, organised, proactive and analytical approach to research and outreach.
- An interest in current affairs and broad understanding of key issues across a wide range of industry sectors.
- Experience in Sales support and a hunger for meeting targets and driving conversion
- Experience of B2B marketing, lead generation tools, email marketing and experience in sales support a plus.

#### Location

- London based with a minimum of 3 days per week located at Zinc Media's HQ in Moorgate

#### Salary

- 25K – 30K basic salary
- £40K + OTE (uncapped)