

Job Description: Business and Development Manager

Position: Business and Development Manager

Location: London, Hybrid

Reports to: Retail Director

Company: Sister by Studio Ashby

About Us:

Sister by Studio Ashby is an extension of the renowned interior design firm Studio Ashby, offering a curated collection of unique homewares, furniture, and art. With a commitment to craftsmanship, design excellence, and timeless style, we aim to inspire our customers through our beautifully crafted products. As we expand our business, we are placing a strong emphasis on B2B relationships and enhancing our global reach.

Position Overview:

We are looking for a dynamic and results-oriented Business and Development Manager to lead our B2B sales initiatives and drive company growth. The ideal candidate will have a proven track record in generating leads, enhancing customer service, and implementing effective sales and marketing techniques.

Key Responsibilities:

- **Drive Growth and Increase Lead Generation:**
 - Develop and execute sales strategies to achieve and exceed our revenue targets.
 - Identify and pursue new B2B sales opportunities focusing on the UK and USA, utilising market insights and emerging trends to drive growth.
 - Drive our B2B outreach programme to increase lead generation and conversion.
 - Oversee our CRM pipeline data to identify key accounts in the UK and USA, leveraging these insights to inform strategic decision-making.
 - Expand our business through strategic partnerships with third-party channels like 1stDibs and The Expert.

- **Enhancing Customer Service:**
 - Lead presentations that effectively communicate our value proposition and products to our clients.
 - Represent Sister by Studio Ashby at our industry events, trade shows and networking opportunities to build brand awareness and generate leads.
 - Lead B2B sales meetings and provide support at all Sister events to strengthen relationships and grow our community.

- Collaborate seamlessly with the sales, production, and design teams to deliver an exceptional customer journey at the highest standard.
 - Confidently create quotes and communicate orders to the production team with meticulous attention to detail.
 - Ensure clients receive the most up-to-date sales information, marketing collateral, and samples.
- **Sales and Marketing Integration:**
 - Collaborate with the marketing team to ensure seamless alignment of sales objectives and campaigns across all channels, including e-commerce and social media.
 - Monitor and analyse sales performance metrics, adjusting strategies as needed to optimise results.

Qualifications:

- Degree in Business, Marketing, Design or a related field.
- 5+ years of experience in business development and B2B sales, preferably within the design or creative industry.
- Proven track record of driving company growth through lead generation, sales, and customer service initiatives.
- Strong understanding of sales and marketing techniques, with experience in digital marketing strategies.
- Excellent communication and interpersonal skills, with the ability to influence and engage stakeholders at all levels.
- Strong analytical skills to assess performance metrics and market trends.
- Ability to work independently and collaboratively in a fast-paced environment.

How to Apply

Interested candidates should submit their CV and a Cover Letter outlining their relevant experience and vision for the role to careers@studioashby.com.