

BOARD INTELLIGENCE

# Market Discovery Associate

Role Specification & Candidate Profile



BOARD  
INTELLIGENCE



# The Role

Our client base is growing and we're looking for a Market Discovery Associate (SDR) to join our thriving Customer Team and play a pivotal role in propelling the business forwards.

## WHAT WILL YOU BE RESPONSIBLE FOR?

- Responding, engaging and qualifying inbound sales leads and inquiries
- Profiling strategic accounts by researching and identifying key individuals, and suggesting solutions to start the sales cycle
- Proactively seeking new business opportunities in the market, and develop strategies for lead origination
- Holding intelligent and engaging conversations with business leaders and key targets over the phone and email
- Developing a deep knowledge base of our prospects' industries, competition and sales processes to support insightful conversations and sales cycle
- Working closely with the Customer Team on our strategic sales approach and to develop account intelligence and relationship maps

## WHAT ARE WE LOOKING FOR?

As an ambassador to the business, the ideal candidate would have:

- High levels of EQ and the ability to build relationships with senior stakeholders
- Commercial acumen and customer-focus, with an entrepreneurial drive and 'can do' attitude
- An enjoyment of networking with clients and prospects to deepen relationships
- A good grounding with an industry leading CRM
- Exceptional attention to detail and communication skills, both oral and written
- A confident and credible phone manner, and be able to think 'on their feet' to respond to challenging questions and command respect

- Knowledge of current affairs and the business landscape
- Strong storytelling skills; the ability to engage people
- A competitive edge, and hunger to succeed

## WHAT ELSE DO YOU NEED TO KNOW?

You will be based at home working virtually in the first instance. In the longer term, you will be based with our team at our London Head Office at 24 Cornhill.

An understanding and interest of boardrooms and the corporate governance landscape is beneficial, but not necessary.

We will support your professional development by providing the formal and informal training you require to excel in your role, including thought leadership in governance and world-class customer skills.

## WHAT'S OUR RECRUITMENT PROCESS?

We know there are lots of great opportunities out there, so we don't hang about. We'll make our decision quickly and our recruitment process will be:

- Submit CV and supporting statement
- 30 minute initial video interview
- Short preparatory task – email writing and video pitch
- Virtual Assessment Centre
- Final interview



# About Us

## THE TEAM

Our Customer Team is 35 and counting, spanning Marketing & Events, Business Development, Customer Success, Specialist Delivery and BI24. Our backgrounds are varied and together we ensure our network, prospects and clients have a fantastic experience with us – from the exploration of initial interest, through to a slick and professional sales process, tailored platform onboarding and value-add throughout the client lifecycle.

## THE COMPANY

Board Intelligence is a rapidly growing Software as a Service (SaaS) business, pioneering a service that drives board effectiveness for decision makers and directors. We've been helping boards to make smarter, faster decisions for 16 years and we've been turning that knowledge into software for seven years. With over 14,500 users engaged on our platform, we work with FTSE 100s, large privately owned companies, public sector and government departments, and have delivered ~50% YOY growth over the past five years.

We're 85 people today and growing fast. As we grow, we're fiercely protective of our friendly, high performing culture. With over 13 nationalities represented, the team is diverse and friendly, and most days you'll find a group of us getting lunch together.

We're owner managed and remain in control of our own decision making and destiny. Many of us, including our founders, have young (or not so young) families, so we know the value of a supportive company. And all of us like to have fun, so our regular company socials, Friday drinks and quiz nights, away days and lunch & learns are always a highlight.

## THE OFFICE

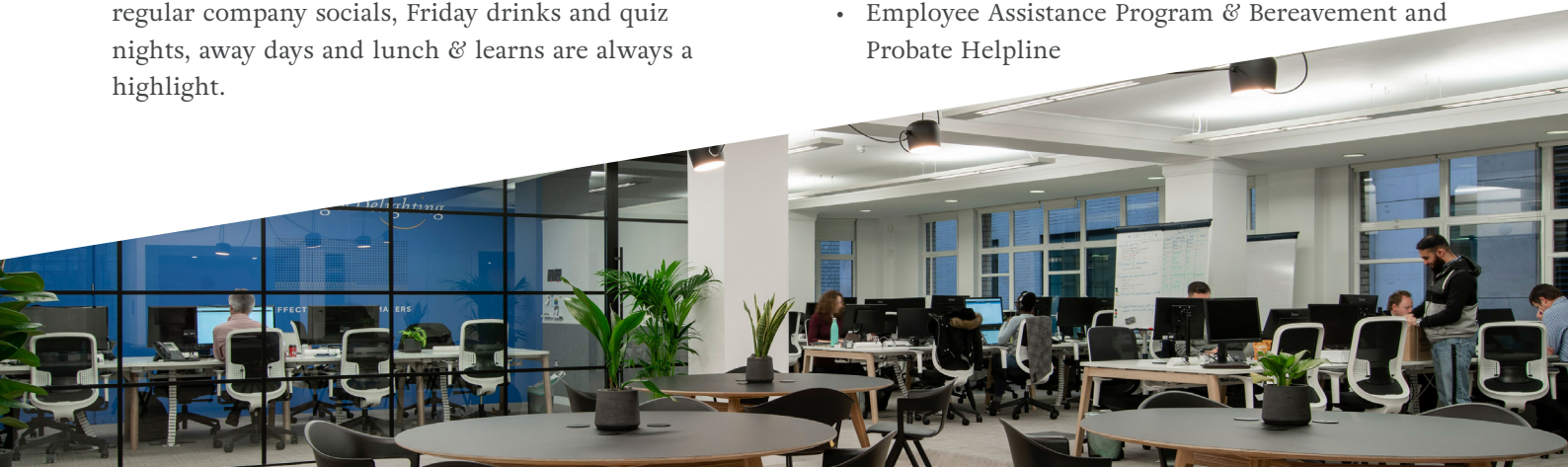
The safety and wellbeing of our team has been our number one priority during the current Covid-19 crisis and as a result, we're currently predominantly working remotely. In normal circumstances, most of the company are based in our London office, but we have a small team in Hong Kong who help to provide 24/7 support to our clients.

Our London office is in the heart of the City. It's brand new, with a sleek fit out, great communal kitchen and lots of meeting rooms and booths, so you can always find the space you need. A stone's throw from Bank Station (Central Line, Northern Line, Waterloo & City, DLR), the office is also minutes from Cannon Street and Moorgate Station, and not far from Liverpool Street or London Bridge. We have the Royal Exchange on our doorstep and are spoilt for choice for lunch options and after work drinks venues, as well as gyms for those who want a bit of balance.

## THE DETAILS

We pride ourselves on our great working environment and package. Here's some of what's on offer:

- Competitive salary & pension scheme
- Commission scheme: immediate eligibility, OTE potential - £15k
- Bupa health & dental cover
- Group Life Insurance
- Gym membership discounts
- Regular virtual training & development, mini MBA series, lunch & learns
- Competitive parental policies
- Eyecare and Flu Jab vouchers
- Employee Assistance Program & Bereavement and Probate Helpline



# Contact

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## CLIENTS INCLUDE:



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