

Job Description

Job Title	Marketing and Business Development Executive – Japanese/ S.Korean Market
Band	Band 3, Support/Admin
Grade	A3

Purpose of the Role

Exsel Group requires a Marketing and Business Development Executive for the creation of marketing strategies leading to the generation and development of new business opportunities in Japan and S.Korea. The role requires the ability to describe the Ethos, Values and Capabilities of the Group as well as the design and specialist engineering capabilities to Managing Directors of companies where reliability, safety, and protection are paramount. Focus purely on new customers, be 'sales hungry' and able to exploit exceptional skills with effective and successful results.

Key Responsibilities

- Assist the Business Development Team in developing new customer relationships, generating and negotiating new income for Exsel Group to an agreed annual target
- Present Exsel Group, in English and Japanese, to potential clients through direct communication in face to face meetings, telephone calls and emails
- Actively and successfully support the sales process: lead generation; opportunity pursuit; understanding the customer requirement; pitch to the customer, negotiation, and close, and handover to the engineering team and account management team
- Possess drive, motivation and acute attention to detail in ensuring all opportunities to Exsel Group Systems Engineering are captured and explored
- Expected to self manage; however, will be part of a growing team of people with the same job title. Support is available from the managing and sales directors for complex large pitches and strategies
- As a representative of Exsel Group at industry events and tradeshows, a professional manner and polished appearance will aid the intention of gaining new business leads and contacts
- Provide support to Business Development Managers in managing and maintaining a pipeline and ensuring all sales administration is current using Exsel Group's internal Gate Management systems. Provide support for all leads, opportunities, and client proposals, and any further documentation, in both English and Japanese, following Exsel Group procedures
- Translate tenders, requests for information and bid documents from Japanese to English and vice versa, and provide support to ensure tenders and requests for information are responded to in a timely manner
- Effectively interact with other departments including the account management and technical team when handing over campaigns ensuring a full and correct brief in all aspects of the sale
- Ensuring Exsel Group remains proactive and responsive to prospective clients
- Support the marketing team with developing/adapting marketing strategies for Japan and South Korea. Assist with the development of comprehensive marketing plans tailored to meet the unique needs of target market
- Assist the marketing team in creating digital marketing content in line with the sales and marketing plan
- Update content on Exsel Group company websites and social media platforms
- Translate marketing materials and website content from English to Japanese

Competencies

- Confidence to provide support and present a tailored presentation to potential client team by effectively using a range of presentation skills in both English and Japanese
- Ability to identify new business opportunities in the Japanese and South Korean markets
- A detailed knowledge of software and electronics capability in environments where reliability, safety, and protection are paramount
- Ability to manage and maintain accurate and accessible tailored documentation i.e. Presentations / proposals to meet clients needs

- Ability to co-ordinate the proposal process by effectively providing the relevant teams with a summary of clients technical and marketing needs in order to obtain relevant assessment strategy recommendations
- The ability to learn quickly from our business leaders
- Ability to craft engaging and persuasive content for various platforms and audiences
- Demonstrated ability in managing websites and social media platforms

Knowledge, Skills, Qualifications & Experience

- Fluent Japanese: spoken and written
- Fluent English: spoken and written
- Confident presenter
- Strong client management skills
- Capable of understanding customer requirements with ability to generate ideas and propose solutions
- A positive and determined approach to researching and analysing new business opportunities
- Ability to use own initiative and pay close attention to detail
- Ability to cope with competing demands and to prioritise tasks
- Strong communication skills in all forms including written, oral, email, telephone, and presentation
- Excellent organisational and time management skills
- A positive attitude to dealing with people
- Capable of working independently, and having responsibility as an individual

General

- Ability to be flexible and work outside core hours on occasion
- Regular travel within the UK, Europe and Internationally
- Must meet security vetting criteria
- Participate in the performance review process, identifying development areas and strengths and undertaking continuous professional development.
- Participate in continuous improvement activities within the company

Responsible to: Exsel Group Director

External relationships: Managing Directors and Chief Procurement Officers and technical teams of industrial, security and defence companies

Internal relationships: Exsel Group Ltd Executive Senior Managers, Exsel Group Software & Electronics, other Exsel Group Business Units, Account Management Team, and Marketing Team across all brands

Salary: £28-30k

Hours: 37.5 hour week

Location: London

An Exsel Group person is...

Part of what makes Exsel Group as successful as it is are the highly motivated people who work here and their enthusiasm for delivering solutions to complex challenges. We recruit individuals whose honesty, integrity, initiative and creative approach to problem solving shines through.

An inspiration to your colleagues, you are tenacious, driven and a highly motivated professional with a strong empathy for people. Hungry for success and with a committed motivation to getting things done, you always place the client at the centre of everything you do.