



Sales Development Representative

Remote first, flexible working.
£30,000 per annum



POWERING PEOPLE TO POWER PROGRESS

1Team is who and what we are.

We're collaborative professionals with the technical expertise and know-how to make a real and lasting difference through the power of learning. Inspiring each other to create impactful solutions that set us apart from our competitors and championing sustainable growth for our customers. Our belief in diversity, our commitment to inclusivity and our dedication to what we do brings us together to achieve extraordinary things. We are 1 Team working together...



TO CONNECT



TO CREATE



TO WOW

We are a remote-first business with a fantastic collaborative Hub in Belfast's Titanic Quarter, which we use for our quarterly All Hands meetups and to work collaboratively together when desired. If our expertise, outstanding flexibility and 1Team Culture sound attractive to you, and you have the skills and experience to apply for this role, we would love for you to apply.

JOB OVERVIEW



Sales Development Representative - Enterprise & SME Sales

The Sales Development Representative (SDR) is a SaaS based lead generation role in the learning technology sector. It is a new role in our Customer Experience function; suitable for an ambitious person bringing at least 2 years of experience of meeting or exceeding targets and a proven track record in a similar role.

Job Purpose

As Sales Development Representative, you will create the foundations of our outbound sales development process and help to deliver it. This will set the stage for scalable, effective and impactful outbound sales prospecting.

The SDR will fuel our sales funnel, using our ideal customer profile to identify and nurture potential sales opportunities across both enterprise and SME sectors within the UK. With a keen understanding of our product offerings and market nuances, they will cast the net wide but with precision. Every qualified lead will result from market insights, strategic thinking, and collaborative spirit. The role ensures that by the time your qualified prospects reach our Business Development Managers, they're primed, relevant, and align with our solutions.

Responsibilities

Lead generation and qualification:

- Design, help to implement, and continuously refine lead generation plans, tailored to the enterprise and SME sectors identified
- Ensure a steady flow of relevant potential opportunities.
- Evaluate inbound leads and work with our Marketing colleagues to execute regular outbound campaigns, filtering leads through a predefined qualification process. This includes gauging their interest, budget, needs, and purchase timeline.
- Ensure alignment with monthly targets by delivering an agreed number of qualified leads to the Business Development Managers.

JOB OVERVIEW



Sales Development Representative - Enterprise & SME Sales

Responsibilities Continued

Performance against targets:

- Diligently track and achieve monthly targets for qualified leads, ensuring that quantity and quality benchmarks are met.
- Analyse past performance to identify trends, opportunities, and areas of improvement. Use this analysis to forecast potential challenges and adjust plans accordingly.
- Work closely with the Sales and Marketing colleagues to optimise the lead generation process, ensuring consistency in meeting or exceeding set benchmarks.

Collaboration with Business Development Managers:

- Establish an open communication channel with the Business Development Managers across Enterprise and SME Sales Circles. Ensure they're consistently updated on lead status, potential opportunities, and market feedback.
- Use insights gathered during the initial Discovery to update the CRM and aid Business Development Managers in tailoring their pitches and engagement plans.

Sales strategy input:

- Stay updated on market/segment trends, competitor moves, and industry landscape to inform, refine and improve the lead-generation process.
- Collaborate with the Marketing circle to ensure consistent messaging through campaigns, and other outbound activities, ensuring the content is aligned with the interests and pain points of the target audience.

Continuous learning & process improvement:

- Invest in understanding the latest tools, platforms, and techniques in lead generation and sales development.
- Regularly review and refine the lead qualification criteria to ensure alignment with changing market dynamics and company offerings.
- Champion initiatives that improve efficiency, speed, and success rates in lead generation and qualification.

JOB OVERVIEW



Sales Development Representative - Enterprise & SME Sales

Responsibilities Continued

Feedback loop & reporting:

- Gather feedback from Business Development Managers on the quality and relevance of your generated leads. Use this feedback to enhance the lead qualification process continually.
- Working with our Sales operations, generate weekly and monthly reports detailing lead generation metrics, qualification rates, and conversion percentages. Present these findings to the Sales Manager to inform larger sales and marketing plans.

Team collaboration, training and professional development:

- Act as a knowledge hub within the team, sharing insights and best practices and supporting all sales team members on the most effective lead generation techniques.
- Embrace and foster the culture of collaboration across the Sales Circle and throughout the business.
- Acquire & maintain the necessary levels of technical expertise to be able to conduct thorough Discovery calls: A good understanding of our products and the services we provide is a must.
- Proactively seek out training opportunities, workshops, or seminars that can elevate your sales skills, product knowledge, or industry insights.
- Actively participate in our performance enablement programme through positive engagement in 1-2-1s, the acquisition of skills and the achievement of agreed goals.

Information management:

- You will ensure that you update all your activities and relevant administration in the CRM (Sales Force) on a daily basis, ensuring accuracy and clarity. You will also maintain and update relevant best practice documentation within our internal intranet for optimal knowledge sharing and collaboration.

Relationships & Reporting

- **Directly reports to** the Sales Manager
- **Internal collaboration:** Collaborates specifically with the Sales and Marketing Circles, and across the wider business as and when required.
- **External relationships:** Engage with key prospects/clients

JOB OVERVIEW



Sales Development Representative - Enterprise & SME Sales

Essential Criteria - You must have

- The right to live and work and be permanently resident in the UK or the Republic of Ireland
- At least 2 years of SDR experience in SaaS within either SME or Enterprise segments , and proactively exploring new opportunities, and potential markets to approach
- Experience of and proficiency in CRM, LinkedIn Navigator/prospecting software and sequencing tools
- Excellent written, verbal & listening skills, as demonstrated and evaluated through the application process and at interview
- Willingness to co-locate in our Belfast Hub from time to time including at our quarterly All hands meetings

Please make clear how you meet these criteria through your application and cover letter.

Valuable Experience - We would love you to have

- A degree in business or a related discipline or Advanced certifications in sales development or related fields
- A professional network in both enterprise and SME markets.
- Prior experience in a learning technology company
- Proficiency in Google Suite, User knowledge of Salesforce, Hubspot and Project management tool Asana
- Experience of working effectively in a remote first environment

Please mention these skills if you have them in your application

WE ARE LOOKING FOR SOMEBODY WHO...



- Aligns with our values-based, 1Team culture
- Demonstrates the communication skills required to excel in this role
- Has strong analytical skills and is able to seek and assess prospects, market trends and new opportunities
- Is resilient, with the emotional intelligence required to thrive in a prospecting role & in a remote-first, flexible workplace
- Thrives in a fast-paced, collaborative environment, juggling multiple priorities.
- Has a high energy, results-driven approach, yet retains focus on delivering superb customer experience
- Is confident working independently, yet also enjoys collaborating effectively with diverse teams
- Has a hunger for learning and a demonstrable track record of engaging with continuous professional development or experiential learning

These skills and attributes will be assessed through your application and, if shortlisted, at interview

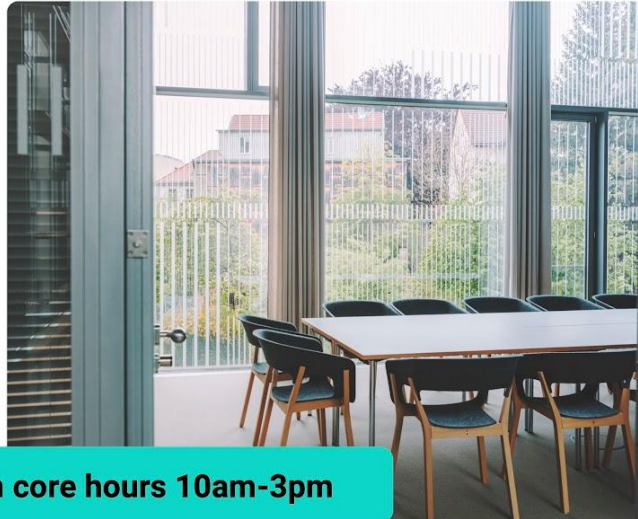
BENEFITS & PERKS



1 Team work hard to achieve incredible results for our customers, so we want to be sure everyone is rewarded for their efforts on top of a competitive salary.



Flexible remote-first working model with **core hours 10am-3pm**



Access to our state-of-the-art **Belfast Hub**



- **Bonus Scheme**
- **Pension Plan**
- **Life Cover**
- **Enhanced Maternity & Paternity leave**



A **welcome gift box** with the latest **cutting edge tech** and accessories

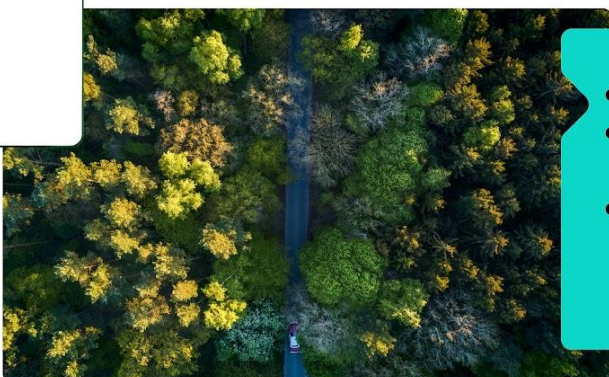


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All Hands company wide meet-ups in Belfast per year for **connection, collaboration and social activities**



- **35 paid days annual leave** including 7 bank holidays
- **Birthday** day-off
- **Birthday gift voucher**
- **Holiday purchase** scheme
- **60 days work-from-anywhere**
- **52 protected learning hours**
- **Funded training and qualifications**
- **Wellbeing** check-ins



- **CSR** initiatives
- **15** volunteering hours
- **Passionate** about **equity & opportunity**

AND MORE...

Explore the full range of benefits and perks [here](#).

HOW TO APPLY



If you are suitably qualified and experienced and you think you would like to join us, then we'd love to hear from you! Here's how you can apply:

- Follow the link 'Apply Now' to begin your application
- Upload and attach a copy of your up-to-date CV
- Attach a cover letter explaining why you're the best person for this role, outline your career objectives and how Synergy Learning can help you fulfil them.
- Answer the supplementary questions as best you can and submit your application: easy!
- We will respond to every applicant and our People Circle will contact you to arrange an interview if your skills and experience are a strong match for the role.

We are an **equal opportunities employer** and welcome interest from all suitably qualified individuals. We always recruit on merit alone, but as we are currently underrepresented by **females** in our workforce, we would particularly like to encourage women to apply.

If you are disabled, and/or require any **reasonable adjustments to assist you** in applying for this role, or in due course, attending an interview, **please let us know** and we will do all we can to facilitate the request(s).

Data Protection

By applying for this position, you agree that we can process your data. We process this data for recruitment purposes only. We are storing this data in our Applicant Tracking System, which stores data in the U.S and is fully compliant with the EU data protection laws, and we will not share it with anyone else. We would like to keep this data until our open role is filled. We cannot estimate the exact time period, but we will consider this period over when a candidate accepts our job offer for the position for which we are considering you. When that period is over, we will either delete your data or inform you that we will keep it in our database for future roles. Here's a link to our privacy policy. (<https://bit.ly/2KzSF6W>). In this policy, you will find information about our compliance with GDPR (data protection law). You can find how to send us a request to let you access your data that we have collected, request us to delete your data, correct any inaccuracies or restrict our processing of your data. You can contact our DPO at dpo@synergy-learning.com for more information.