



## **New Business Manager**

Contract Type:	Ongoing and full-time
Salary:	Competitive, plus benefits
Responsible to:	Director
Location:	Camden Town, North London
Advertised from:	15 <sup>th</sup> April 2019
Applications by:	17 <sup>th</sup> May 2019
Interviews:	20 <sup>th</sup> -31 <sup>st</sup> May 2019
Start date:	27 <sup>th</sup> July 2019

## **Summary**

David Kohn Architects is an award-winning practice based in Camden, working internationally on arts, education and residential projects. We collaborate with our clients, consultant teams and end users to deliver designs that are bold, highly tailored and unexpected. We are fortunate to have worked with globally recognized, design-led clients to deliver highly ambitious projects. We have plans to grow and are seeking a New Business Manager to help us achieve our goals whilst continuing to maintain design excellence.

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Your understanding of the sales process, from identifying prospects to assisting senior architects to close deals, combined with a goal-oriented tenacity will see the practice achieve its annual new project targets. You will be well-versed in DKA's unique client offer and be able to tailor your presentation to different sectors and stakeholders. You will report to the Practice Manager and work closely with the Director, Finance Director and senior architects.

This is potentially a part-time role that could grow to full-time as the practice scales. Candidates who present with many of the pre-requisite skills but do not have prior experience of working in architectural sales can receive training.

### **1 Client Engagement**

- a Market research. Be aware of what is happening in each target sector – education, arts, masterplanning and development, houses and interiors – and within each geographic location such as Europe and the US. Be aware of DKA's competitors and their client bases. Input research into quarterly reports;
- b Networking. Attend industry events and meet prospective clients and collaborators. Be prepared, having identified opportunities and necessary material to make potential clients aware of DKA's unique offer. Follow-up promptly and introduce different members of the DKA at appropriate moments in the sales process;

- c Telesales. Use effective telesales techniques to build relationships with prospective clients and progress each sale through the pipeline;
- d Events. Help organise events such as talks, exhibitions and visits for DKA team to meet prospective clients and for clients to find out more about our work.

## **2 DKA Awareness**

- a Practice culture. Be aware of DKA's culture and values and communicate them to customers and colleagues at all times. Be an enthusiastic brand ambassador and feedback client responses to the senior team;
- b Back catalogue. Know DKA's portfolio inside out. Be able to speak knowledgeably about the practice and cite examples of previous work relevant to the sales opportunity;
- c Thinking ahead. Understand the long term business aspirations of the practice and anticipate future needs when engaging with prospective clients.

## **3 Achieving Targets**

- a Identify prospects. Research sector specific attributes of clients likely to help DKA deliver their best work. Identify ranked lists of an agreed number of prospective clients that meet attributes and research their procurement processes and prior awareness of DKA. Develop strategies for targeting each client that include marketing collateral, social media, press and networking opportunities. Ensure CRM records are constantly up-to-date;
- b Identify collaborators. Research most appropriate collaborators eg engineers, landscape architects, graphic designers etc in each target sector and geographic location. Maintain regular contact, update with DKA marketing collateral and seek opportunities to collaborate;
- c Close stages. Awareness of the stages of the sales funnel and closing each stage in a timely fashion in order to deliver full appointments on programme. Awareness of the roles that colleagues in the practice play in the sales process and anticipate their involvement in a timely manner;
- d Reporting: Provide weekly summaries of new business tasks completed and new contact reports to the Practice Manager. Report quarterly sales results and accurate forward forecasts to the senior team;
- e Target driven. Be aware of annual sales targets, sales pipeline conversion rates and ensure DKA is always pursuing an appropriate number of prospects.

## **4 Personal Attributes**

- a Passionate about design and able to advocate for the practice;

- b Business-minded, able to see the bigger strategic picture and align short-term decisions with wider goals;
- c Excellent communicator, able to liaise confidently with both colleagues and clients;
- d Highly organised, with great attention to detail and able to prioritise effectively and work to tight deadlines;
- e A self-starter with a goal-orientated approach, and can-do attitude, who relishes setting and hitting targets and is tenacious in the face of setbacks;
- f A good negotiator, with the ability to think on your feet;
- g A team player, able to win the trust and support of peers and who encourages collaboration.

## **5 Desirable**

- a Track record of success in architectural sales;
- b Experience of using CRM packages;
- c Language skills, in particular German.

## **6 Benefits**

- a Competitive salary and performance related bonus
- b Profit share bonus scheme
- c Competitive workplace pension
- d Training (formal and informal)
- e Annual office trip
- f Tickets to evening lectures
- g Friday lunches and evening drinks

## **7 How to Apply**

Applications should be made through the practice's online job board at <https://davidkohn.bamboohr.com/jobs/> and requires:

- A cover letter explaining how you meet all the criteria for the post, and why you want to work for DKA;
- CV detailing previous experience and qualifications;
- Deadline for applications is 17th May 2019.

David Kohn Architects is an Equal Opportunities Employer.