



Job Specification: Business Development Specialist

Location: Gaerwen, North Wales, UK

Company: Animated Technologies Ltd

About Animated Technologies Ltd:

Animated Technologies Ltd is a successful creative studio based in Gaerwen, North Wales, specialising in the development of technical animations, AR trail apps, VR training simulations, and VR language learning apps. We are at the forefront of immersive and interactive digital solutions, serving clients across various industries.

Position Overview:

As the Business Development Manager at Animated Technologies, you will play a pivotal role in driving the growth of our business. You will be responsible for identifying new leads, nurturing client relationships, and securing projects that align with our expertise in technical animations, AR, VR, and language learning app, as well as finding and processing grant and tenders leads, as well as managing the process overall to ensure quality.

Key Responsibilities:

1. **Lead Generation:** Proactively identify and pursue new business opportunities through market research, networking, and industry events.
2. **Client Relationship Management:** Build and maintain strong, long-lasting client relationships, understanding their needs, and aligning our services to meet their objectives.
3. **Proposal Development:** Collaborate with the creative and technical teams to create compelling project proposals and presentations tailored to client requirements.
4. **Sales Strategy:** Help develop and implement effective sales strategies to achieve revenue targets and maximise profitability with the Managing Director.
5. **Negotiation and Contract Closure:** Negotiate project terms, pricing, and contracts, ensuring favourable outcomes for both the client and Animated Technologies.
6. **Market Analysis:** Stay informed about industry trends, competitor activities, and market dynamics to identify growth opportunities.
7. **Reporting:** Provide regular reports and updates on sales activities, pipeline, and achievements to the senior management team.



8. Tenders & Grants. Finding, applying for and monitoring the process of grant and tender applications.

Ideal:

- Proven Experience: Minimum of 3 years of successful experience in business development or sales roles, preferably in a creative or technology-related field.
- Industry Knowledge: Familiarity with technical animations, AR, VR, or language learning apps is a significant advantage.
- Relationship Building: Strong interpersonal and communication skills with the ability to establish and maintain client relationships.
- Sales Acumen: Demonstrated ability to close deals and meet or exceed sales targets.
- Strategic Thinker: Capable of developing and executing effective sales strategies.
- Self-Motivated: A self-starter with the drive to work well alone and achieve results.
- Location: Based in or willing to relocate to Gaerwen, North Wales, UK or nearby. Hybrid working available. We would expect you in the office for at least 2 days per week.

How to Apply:

Interested candidates are invited to send their CV and a cover letter outlining their relevant experience and why they believe they are a suitable fit for the Business Development Specialist role at Animated Technologies Ltd. We would also like you to make a short video showcasing who you are and what interests you outside of business development. What would make you a perfect candidate for the role? Upload your video to Youtube/vimeo/wetransfer etc. Please email your application to jobs@animatedtechnologies.co.uk

Animated Technologies Ltd is an equal opportunity employer, and we encourage candidates from diverse backgrounds to apply.

We look forward to welcoming a dynamic and enthusiastic Business Development Manager to our team to help us continue pushing the boundaries of creative technology solutions.

Pay: Starting salary £30,000 per year with the possibility of earning 3% commission on all sales made.

Statutory holidays available.