

Job Title: Business Development Manager

Role: Permanent

Reports to: Chief Commercial Officer

Location: Hybrid

Job summary:

Thistle Initiatives is a multi-award-winning regulatory consultancy, providing expert compliance advice and support across the financial services sector. Our clients range from niche start-ups to long-established market leaders covering the following verticals: Financial Crime, Investments, Payment Services, Credit and Insurance and Change & Transformation.

We're looking for a dynamic and results-driven Business Development Manager to join our team. In this role, you'll identify and pursue new business opportunities, nurture long-term partnerships, and help position our regulatory compliance consulting services at the forefront of the industry.

You'll work closely with internal subject matter experts and leadership to craft tailored solutions for clients navigating complex regulatory landscapes across sectors such as financial services, healthcare, and professional services. This is a key commercial role where your insights and initiative will directly impact our growth and reputation.

If you thrive in a consultative sales environment and want to be part of a team that supports ethical, compliant business practices, this could be the perfect fit.

Key responsibilities

Door opening/arranging meetings – 45%

Expected duties:

- Proactively identify and target potential clients
- 360 sales process (from introduction to closing deals)
- Identifying new business opportunities, cross selling opportunities and potential markets
- Initiate contact with prospective clients through cold calling, emails, networking events
- Engage with existing Thistle clients for upselling opportunities
- Engage in initial conversations to introduce each teams services/software and assess potential interest
- Schedule meetings with key decision-makers to further discuss business opportunities
- Set up x 10 meetings a month with target clients (to be agreed on a rolling basis)
- Maintain HubSpot to track progress in converting leads into meetings/deals

Account/Relationship management (Including HubSpot) – 15%

Expected duties:

- Building and maintaining trust based relationships with clients, partners, and other stakeholders

- Maintaining regular communication with clients to understand their changing needs and preferences.
- Monitor client accounts to ensure satisfaction, retention, and upsell opportunities.
- Catch up with internal teams to ensure projects are maintained
- Managing all HubSpot leads/deals
- Prepare and present regular reports on deal progression, including revenue forecasts, client feedback, and key metrics. (HubSpot)
- Participating in networking events, conferences, and industry forums to promote Thistle's brand
- Seek partnership opportunities
- Presenting sales proposals and reports to senior management and stakeholders of Thistle
- Traveling to meet clients, attend meetings, and explore business opportunities as needed

Partnership management – 10%

Expected duties:

- Insight into to each teams key prospects and ideal target market
- Understanding each teams current sales process and identify improvements
- Maintain relationships with internal teams through regular communication
- Monitor the performance of each team to identify areas for improvement or expansion
- Continuous collaboration with Thistle's marketing team for new sales strategies

Consultancy sales – 30%

Expected duties:

- Initial learning of each teams service/offering
- Tailored sales process to adopt for lower level consultancy sales
- Presenting and oversight of demonstrations, fact find meetings and webinars
- Provide support for prospect objections and assist with negotiating terms to close deals

This role is not limited to the above duties, due to the nature of the market you will need to be adaptable and open to change in this position.

We offer

- Hybrid working – 2 days office / 3 days home allowing flexibility for work/life balance
- Sales commission scheme to recognise BD activity and lead generation in this role
- Company pension contributions scheme
- Company funded Private Medical and Life Insurance
- Gym membership contributions
- Fantastic City of London location in a bright, airy and modern office with great views
- Working with dynamic teams and regular social and charitable events