

# New opportunities at Zapmap

**Role Title:** Business Development Manager

**Reporting to:** Head of Insights

**Location:** Bristol/Hybrid Home Working

**Employee Referral Bounty Eligible**

## The Company:

Zap-Map is the UK's leading app and digital platform for Electric Vehicle drivers, enabling them to search for charge points, plan journeys, pay for charging and share insights with other drivers. Our mission is to **make charging simple** and, by doing so, accelerate the transition to electric vehicles and zero-carbon mobility.

We are a high-growth technology company and, having recently closed our Series A fund raise, we are now expanding multiple parts of our delivery capability to accelerate our roadmap.

Zap-Map's platform serves more than 250k monthly active users across its web and mobile products. We also provide research and insight, news and tools to support current (and prospective) EV drivers.

We are the go-to data source for the EV charging industry and, with over 10 years of industry experience and several unique data sets, offer a range of B2B services including promotion, content, data, and market insights.

## The Role:

Behind the Zap-Map app is a rich data set of charge points, vehicles and driver behaviour. As the electric vehicle and charging market grows, this data can provide essential insights and support to the broad e-mobility industry. As we expand our offer, we are looking for a person who is dedicated to managing the growing pipeline of sales for this proposition.

As part of a rapidly growing commercial team, this role offers an opportunity to have a broad range of responsibilities and make a significant impact on Zap-Map's market position. It would suit a client facing individual with more than 3 years' experience who has proven experience of managing clients within a commercial team and is looking for a role which has purpose and provides responsibility, impact and autonomy.

You will have proven business development experience with a strong understanding of selling data and/or insights propositions, structuring commercial deals and renewing as well as growing accounts with existing clients.

We are looking for a driven, self-starter who is able to work collaboratively with delivery, product and other functions to ensure the growing success of our data and insights business. You will be instrumental in feeding in client and market requirements to develop the data and insights offering for the future.

You will report to the Head of Insights to agree approach and objectives and will work alongside the wider Zap-Map sales team on sales process and reporting.

### **Key Duties and Responsibilities**

- Identifying opportunities and managing the sales process (using Hubspot CRM) for both existing customers and new prospects in conjunction with colleagues as necessary, e.g. Head of Insights, Charge Point Operator Manager, Head of Retail, Head of Partnerships.
- Responding to inbound business development opportunities, developing proposals and closing new business.
- Working with the marketing team to develop content led sales campaigns to increase the volume of inbound leads.
- Providing clear requirements to the Data Delivery team and reviewing output before delivery
- Gathering feedback from existing clients around the value of existing insights reports as well as additional product development suggestions.
- Providing feedback to product development and delivery on how to continue to drive value to our clients.
- Developing and maintaining sales materials.
- Presenting to clients and representing the company in industry fora/events as required.
- Ensuring that the process for the renewal of annual licences is streamlined and ultimately to ensure a high percentage of renewals and upsells.
- Identifying opportunities within existing customer base for other Zap-Map products and services.
- Ultimately doing everything within your powers to reach the annual revenue goal for the Insights team.

### **Required Experience**

- At least 3 years of experience in data and/or insights business development roles. Ideally dealing with clients within fleet, energy or large bricks and mortar retailer markets.
- Understanding of various data and/or insights licensing models.
- Experience of managing stakeholders in data heavy environments.

### **Required Skills**

- Ability to communicate confidently with people from any level of the business.
- Commercially-minded.
- Able to lead effective account delivery. Strong presentation skills with experience communicating complex information in a simple way.
- Ability to quickly establish effective working relationships based on openness and honesty.

- Creative, both to identify opportunities and to solve problems.
- Organised and pragmatic mindset with an ability to manage multiple workflows and accounts and perform under pressure.
- Good attention to detail.

### **Our offer**

The EV market is growing at an extraordinary pace. Working at Zapmap means working in a dynamic and innovative organisation, where new ideas and developments need to be actioned and deployed quickly, with each day bringing new challenges. As one of the leading aggregator businesses in this space, you'll have the chance to actively contribute to a more sustainable future.

We believe that finding a candidate with the right attitude and aptitude for the role is more important than the hours worked or specific prior experience. So please get in contact if you feel that you would excel in this role, even if you don't tick every box on this job description or aren't able to work in a full-time capacity.

Your package includes:

- £35,000 - £40,000 base salary.
- Performance-related bonus scheme.
- Pension & benefits scheme.
- Access to salary sacrifice EV car scheme.
- Flexible working options available.
- Professional training and mentoring to extend your skills.

### **How to apply**

To formally apply, please send a covering letter together with your CV to: [daisymiller@zapmap.com](mailto:daisymiller@zapmap.com). Direct applications only please, no CVs will be acknowledged or accepted from recruitment agencies.

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