

New opportunities at Zapmap

Role Title: Insights Business Development/Account Manager

Reporting to: Head of Insights

Location: Bristol/Hybrid Home Working

Employee Referral Bounty Eligible

The Company

Zapmap is the UK's leading app and digital platform for electric vehicle (EV) drivers, enabling them to search for charge points, plan journeys, pay for charging and share insights with other drivers. Our mission is to make the EV charging experience simple, wherever you go and, by doing so, accelerate the transition to electric vehicles and zero-carbon mobility.

Zapmap's platform serves more than 350k 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.

With over 10 years of industry experience and unique data sets, Zapmap offers a range of B2B services including promotion, content, data and market insights.

The Role

Behind the Zapmap 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 the commercial team, this role offers an opportunity to have a broad range of responsibilities and make a significant impact on Zapmap's market position. It would suit a client facing individual with more than 5 years' experience who has proven experience of managing clients within a commercial team, has experience managing sales people 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 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.

We are a team that cares passionately about our mission, but equally about one another, so we're looking for someone who can help us maintain and grow our inclusive culture that's positively innovative.

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

Key Duties and Responsibilities

- Identifying opportunities and managing the sales process (using Hubspot CRM) for both new prospects and existing customers in conjunction with colleagues as necessary, e.g. Head of Insights, Head of CPO Networks, other Insights Account Managers and BDMs.
- 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 Insight's Delivery team and reviewing output before delivery of insights projects.
- 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 forums/events as required.
- Identifying opportunities within the existing customer base for other Zapmap products and services.
- Ultimately doing everything within your powers to reach the annual revenue goal for the Insights team.

Required Experience

- At least 5 years of experience in data and/or insights business development roles. Ideally dealing with clients within EV charging, energy, fleet, consultancies or large bricks and mortar retailer markets.
- Experience of managing stakeholders in data heavy environments.
- Experience of or demonstrable ability to lead others within a sales team to success.

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:

- c. £50,000 base salary.
- 20% annual performance related bonus with opportunity to exceed.
- 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 email together with your CV to: jobs@zap-map.com. Direct applications only please, no CVs will be acknowledged or accepted from recruitment agencies.