



Job Title: Customer Onboarding Executive–Cibyl
Location: Central London and WFH
Business Area: Market Research / Commercial
Salary: Competitive + very generous OTE depending on experience
Hours: 37.5 hours per week
Contract: Permanent

About GTI:

We aim to help students realise their potential in the world of work through technology, content and tools. That's not an easy thing. We believe in understanding students and partnering with employers, universities, schools, and other technology providers.

It's about students finding the right role and employers finding the most suitable candidates. But its more than that – it's about helping young people discover options, develop and build confidence.

About Cibyl:

Cibyl is the research consultancy within Group GTI and the largest provider of market research and data into students' and graduates' career thinking. We assess employer and university brand effectiveness.

The Role Outcomes:

- 1. Acquisition of new customers:**
 - a. Have meaningful 'first stage' conversations with 200+ medium & large 'enterprise size' employers (most of whom are existing customers of Group GTI but who do not currently buy research and data services from Cibyl). Make an initial approach via a range of means (phone calls, e mails, voicemails, LinkedIn connections, personalised video, social media messages, events etc)
 - b. Your main aim is to have educated, shared relevant sales collateral, and answered questions with these prospective customers.
 - c. Hand over 'high value' and 'ready to convert' qualified leads to the Business lead on a regular basis.

- 2. Successful 'first stage' articulation of our proposition ensuring with clarity, that employers understand how they could use Cibyl's research and data services:**
 - a. Build relationships with a broad range of contacts within employers, focusing on senior budget holders & strategic thinkers.
 - b. Through a range of research methods and discussion points, gain a detailed understanding of the main priorities, objectives and challenges of these customers.
 - c. Identify how and where research (per se) and Cibyl's services add value, creating meaningful lead generation and sales activity as a result.

- 3. Create an excellent 'first stage' customer experience**
 - a. Give potential customers an insight into our usefulness and professionalism, through your interaction, make sure they would be a good 'customer fit'.
 - b. Log all activity on our CRM system (Zoho).

Person Specification:

You will be based within our research team and will play a significant part in generating qualified leads, developing long term revenue growth opportunities and giving a great first stage customer experience.

- Professional manner and able to articulate effectively to all levels of stakeholders
- Organised and highly motivated
- Demonstrated ability to meet goals with a growth and ambitious mindset
- Strong contributor as part of a team, but also building cross-functional trust and relationships within our organisation

Work Experience, Knowledge and Skills:

- 2+ years' experience of the early careers recruitment sector and / or research sector either at an 'end' client or a supplier
- Successful commercial track record of both customer acquisition, customer retention and / or relationship / stakeholder management
- Educated to degree level
- Excellent oral and written communication skills
- Computer literate – MS Office, email, web, digital
- Analytical and comfortable with compiling and delivering reports
- Excellent phone and conversational skills

Other Information

- 3-month probationary period
- Training provided

Benefits

- Benefits package: 5% Contributory Pension, initial 25 day's holiday, enhanced maternity/paternity policies, life assurance scheme

For more information, please contact Amy McSweeney, HR Manager amy.mcsweeney@groupgti.com