



## POSITION & PERSON SPECIFICATION

**JOB TITLE:** Senior Business Development Manager

**REPORTS TO:** Chief Commercial Officer

**LOCATION:** Manchester Science Park

**SALARY:** Basic & Double OTE

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### POSITION FUNCTION:

The primary focus of the role is to drive new HPC colocation (High performance compute) business development, drawn upon from your long-standing existing relationships with hyperscale operators, MSPs, ISPs, VARs and global carriers. You will actively leverage your profile, sales experience and capability to work strategic multi-rack opportunities in Lunar Digital's Manchester based data centre portfolio. You would be expected to be able to generate new pipeline from key contacts that you already have, leveraging strong, long-standing relationships to deliver new blue-chip and enterprise logos to the business. This role is perfect for highly experienced individuals who have a track record of delivering notable performance against larger targets and are excited by the prospect of working for the North West largest independent provider of premium data centre space that has significant capability for space and power.

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### MAIN RESPONSIBILITIES:

- Identifies and develops strategic new business opportunities from existing key relationships or extensive sales experience.
- Expands the profile and reach of the Lunar Digital and its capability with the ultimate view of delivering notable revenue.
- Builds cross-functional strategies to guide and nourish sustainable, long-term growth.
- Tracks emerging markets and trends.
- Fosters and works to maintain an entrepreneurial growth culture throughout the company and across all teams and work functions.
- Identifies and recommends new services to existing relationships
- Proposes and develops strategic partnerships.
- Helps to shape the company's long-term objectives and determine plans for how to meet them.
- Researches and identifies new markets.
- Provides advice on product development and distribution and promotion strategies.
- Builds and maintains relationships with vendors.
- Fulfills requests for proposals (RFPs) from potential partners and customers.
- Generating your own qualified leads but also utilizing the inside sales executives to prospect into verticals you identify as promising.
- Creating strategic campaigns.
- Conduct physical data centre tours for prospective clients

- Utilising the marketing team to increase brand awareness and generate pipeline.
- Setting and attending face to face customer meetings
- Achieving your monthly target and completing key performance indicators both in terms of activity and sales
- Develop a strong understanding of customer's core objectives and challenges, in order to properly match Lunar Digital's, products and services with their needs.
- Regularly maintain CRM and provide necessary sales reports.

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**SKILLS AND EXPERIENCE:**

- 8-10 years' previous experience of new business acquisition or account management in data centre colocation sales
- Experience in AI/ Deep Learning/ Machine Learning driven colocation preferred
- Experience in working multi-rack/ cage or suite colocation opportunities
- Knowledge of connectivity and internal workings – understanding of MPLS/ VPLS/ IP Transit/ BGP/ DWDM/ Fibre
- Excellent record of consistently achieving targets (fiscal or otherwise)
- Experience of working with hyperscale operators or large MSPs from a data centre transformation perspective
- Good technical understanding gained through telco / managed services / cloud datacentre background or willingness to learn quickly.
- Able to engage at a multiplicity of levels within a customer
- Excellent communications skills, both oral and written
- Proficient in Outlook, Excel, Word and Powerpoint.
- Well-honed organisational skills.
- Experience in strategic lead or deal qualification (B.A.N.T/ S.C.O.T.S.M.A.N/ Miller Heiman Blue Sheets and examples of where this has won a large bid
- Experience in deal closing via a multitude of methods
- Able to prove scenarios where they overcame adversity to ultimately win a client's business
- Sound problem solving skills; a creative approach with the ability to develop new ideas.
- Experience of providing a responsive, customer focused service.
- Exceptional time management skills and the ability to prioritise.
- Ability to produce work to a consistently high standard within tight deadlines.
- Capability to work independently and as part of a team.
- Driving Licence and own vehicle

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**BENEFITS:**

- Excellent commission scheme – uncapped
- Be part of a thriving new operator in Manchester
- Regular work-based socials and team building activities
- Work closely to exec level
- Free lunch on a Friday

**PERSON SPECIFICATION:**

- Result oriented
- Highly Experienced in data centre sales
- Experience in multi-rack cage or suite deals
- Vast profile of existing relationships
- High energy and personal drive
- Should take responsibility for their own actions
- Flexible and adaptable, self motivated and a pro-active worker
- Self starter with a 'can do' attitude
- Able to see the big picture of the company
- Thrives in a flexible and pragmatic style of management that is totally business orientated and focused on results