



Business Development Executive

Do you want to work for a passionate and highly driven team of entrepreneurs who are changing the future of fertility health? We are delighted to announce that we have a new opportunity for an exceptional Business Development Representative to join our growing team. The Business Development Representative is responsible for researching, identifying, targeting, and developing new business opportunities.

About us:

Nua Fertility is a young Irish company whose mission is to provide education and innovative products with a microbiome focus which support people on their fertility journey. Our team is brimming with experience. Collectively we have over 100 years of experience! We are very much one big family. It is in our DNA to never settle for anything other than passion, innovation, and excellence. We work as a close-knit team and look out for each other. We are proud ambassadors of fertility health. We are very proud of what we have achieved so far, but we are only at the start of our journey in Ireland and the U.K. Our next step in the journey? We're looking for a Business Development Executive to join our team. We are hiring outstanding people who thrive in diverse environments, have a passion for health and seek an environment where their talents can drive industry change.

Our Vision

To be the global leader in the development of premium products which reflect the link between the microbiome and fertility health

Our Values

- **Quality:** We provide outstanding effective products and unsurpassed service that, together, deliver premium value to our customers.
- **Collaboration:** We believe in the power of working together.
- **Passion:** Committed in heart and mind.
- **Leadership:** The courage to shape a better future.
- **Integrity:** Act with uncompromising honesty and integrity in everything we do.
- **Be Pioneers:** We innovate, improve and push for boundless creativity through curiosity

The Role

This is an exciting opportunity to join the Nua Fertility team. The Business Development Executive will work closely with the Sales Director and Head of Marketing to expand our client base across Ireland, the UK and help drive growth in both sales and brand loyalty, with confidence and unmatched commitment.

The candidate will have outstanding relationship management skills and be self-motivated to rapidly scale our client base. They will be responsible for supporting the full sales cycle, targeting B2B companies of all sizes, with the objectives of:

Key Responsibilities

- Outbound lead generation, using social media and existing client databases to qualify and nurture sales opportunities and potential leads
- Working with the Sales Director to manage the sales Pipeline
- Supporting with the creation of pitch and presentation materials
- Maintaining sales pipeline and preparing pipeline analysis where required
- Supporting outbound prospecting via email and LinkedIn
- Updating and managing communications in our Zoho CRM system
- Supporting in the development of marketing materials, and online sales where required
- Communicate (through physical visits, email, calls, social media) with customers to introduce Nua Fertility
- This is a mix of inside and outside sales. You will make several cold calls per day, door to door, and often seal the partnership with face-to-face meetings.
- Meet ambitious weekly and monthly objectives defined by the company. You'll want to crush these goals.
- Research accounts, identify stakeholders/decision-makers and generate interest about Nua Fertility.
- Make connections and engage with prospective customers via outbound activity including email campaigns, social media, and cold calling.
- Develop key customer relationships, identify business opportunities, and convince prospects of the value of our solution whilst building a pipeline of opportunities
- Achieving target levels of outbound activities and opportunities
- Qualify target accounts using relevant qualification criteria
- Research target accounts and establish opportunities to connect
- Meet and exceed individual monthly targets
- Collaborate with marketing and other departments to achieve business goals
- Participate in weekly meetings
- Attend customer events and networking opportunities
- Produce reports and documentations as required

Requirements

- You can connect with target customers on your own, present to them, ultimately convert them into qualified opportunities
- You have experience in exceeding targets
- You can establish key customer relationships, identify business opportunities, and have an ability to convince prospects of the value of a service
- You have experience of using CRM systems, LinkedIn, and other research tools
- You have extensive experience in researching and identifying new business opportunities
- You can establish and maintain extensive knowledge of market conditions
- You are a team player and able to support other members of the team as required
- You are great at researching, evaluating, and problem solving
- You are obsessive about making your targets and are comfortable with email, cold calling and using various techniques to connect with and build relationships with your allocated target accounts

- You communicate with empathy and precision, and you can break complex ideas into easily digestible parts
- You have experience in working your pipeline to hit your targets.
- Able to demonstrate empathy and self-awareness as they are key to successful relationship building
- Proven analytical skills to compile large amounts of data into an understandable format for decision-making.
- Intellectually curious, with a keen interest in health and wellbeing

Essential requirements:

- You have a full and clean valid Irish driver's licence
- You will be able to travel freely within Ireland and the UK / EU
- You can prove your ability to achieve (or exceed) your targets
- You will have a recognised business related third level qualification as a minimum
- You have 2+ years' experience in a sales or sales support role
- You are comfortable with remote sales, via phone and video conference
- You are a good communicator and facilitator. You can pitch ideas, solutions, and concepts to prospects

Personal attributes:

- **Growth Mindset:** You are passionate about the health/ fertility industry eager to learn and can thrive in an ever-changing environment.
- **Team-player:** Success at Nua Fertility is a team sport. You have a collaborative working style, demonstrate excellent communication and problem-solving skills, and are keen to learn from other, diverse perspectives. You are a leader also, that can bring new plays to the huddle.
- **Customer Focussed:** You put the customer and their success first and can demonstrate a high degree of flexibility and adaptability to get the job done in a demanding environment.
- **A Force for Good:** You share in our vision of support and doing good in the world.
- **Entrepreneurial spark:** Can identify new business development opportunities
- Have a forward thinking 'can-do' attitude to problem solving and the ability to work flexibly in a fast-paced environment. Working at a start-up is exciting and offers a world of opportunity, but everyone needs to help us achieve our mission!
- Be able to work effectively as part of a multi-disciplinary team
- Always looking out for ways to improve sales processes
- Possess excellent organisational skills, good attention to detail and the ability to prioritise workload
- Strong work ethic and motivated to deliver results
- Demonstrates integrity and honesty

What We Have to Offer

At Nua Fertility we feel it's important to hire highly motivated and talented people, we make sure they are looked after and to give them the tools and the freedom to get things done. We provide an open and positive work environment while ensuring our employees have the work/life balance they need. Work is not only challenging but interesting and rewarding as well. We encourage employees to grow and develop throughout their career. Additionally, we like to have fun as well.

Compensation and benefits

- Competitive commission scheme enrolment upon completion of 6-month probation period
- Remote and flexible working opportunities
- Company Employee Share Option Plan (ESOP)
- A rare opportunity to work in a social impact company where you get to wake up every day knowing you're achieving positive change.
- The experience of being part of a young company with international ambitions.
- Strong personal as well as professional development in an intense and high-growth scale-up environment.
- An open company culture where you have the independence and room to unleash your creativity.
- A strong team culture where successes are celebrated together.
- Cycle to work scheme
- Annual company day, regular all-company socials
- Ongoing Training
- Paid volunteer time
- Hybrid model of working. Work from home (4 days per week) and one day a week in our modern offices and facilities in Wicklow.

Our main requirement is that you follow our values and focus on the mission.

How To Apply

Suitable applicants must send an up-to-date CV, to hello@nuafertility.com

Please provide the names, address, occupation, and contact details of two referees. (Contact will not be made without prior notification to you). Please note that no individual correspondence will be entered. Not looking at recruitment agencies currently.