



Business Development Assistant- Job Description

Ludger is a SME bioscience company based at the Culham Science Centre in Abingdon, Oxfordshire. We specialise in the development and manufacture of glycan characterisation technology and glycan analysis services to the biopharmaceutical industry. Our clients include top biotechnology companies and research organisations worldwide. Ludger is also expanding its client offering outside of the traditional glycobiology range which involves precision medicine research that will eventually develop into service/product offerings.

We currently have the requirement for a Business Development Assistant who will report directly to the Business Development Lead. The position will cover several aspects of Business Development with a focus on increasing new lead generation, client conversion, sales and marketing.

Key Responsibilities:

Key responsibilities will include but not limited to:

- Lead generation and advancing Ludger's presence across the biotechnology field
- Use of CRM system (SAP business One Database) to monitor client/sales data and produce/assist in producing sales analysis reports.
- Maintain diaries and arrange meetings with clients and distributors.
- Assist with the development and production of marketing materials both within Ludger's current portfolio, as well as additional products for the Precision Medicine sector.
- Assist with updating company webpages and social media for marketing purposes.
- Assist with analysis of web traffic to identify sales targets and improvements to websites.
- Ad-hoc market research and general product research as required.
- Monitor industry events and marketing opportunities.
- Assist in developing Ludger's PR strategy and content
- Support the sales order process (New Lead generation to Sales order receipt)
- Develop long term client engagement and account management
- Analysis and review of client sales information to identify sales trends

Client Engagement Activities

- Providing first class customer service to both existing and prospective clients
- Provide first line support for customers. Liaise with all Ludger staff to ensure satisfactory technical support is provided to customers.
- Relationship management with new and long term clients to foresee and assess future business needs and build long-term relationships
- Adopt a customer centric approach whereby both new and existing customers develop a strong engagement with Ludger
- Analysis and review of client sales information to identify sales trends
- Analysis and review of customer feedback
- This role will expand to order sales drives within precision medicine

Sales Order Activities

- Maintaining the sales order process from new lead, through to quotations to sales order receipt, relationship building, engagement and repeat business.
- Liaising with other departments to ensure effective
- Sales order processing, post sales order receipt etc.
- maintain positive client communications
- New lead generation: finding and contacting new leads in order to assess business opportunities and following these through as appropriate
- Entering new leads onto Ludger's CRM (SAP Business One database) and maintaining contact with an aim to sales conversion
- Drive sales order processing through Ludger's CRM (SAP Business One Database)
- Assist with the development and production of marketing materials for Ludger products and glycan analysis services

Additional Responsibilities

- Representing the organisation at meetings and events as required.
- Represent business development team at internal meetings providing relevant data analysis as applicable.
- Any other responsibilities required to effectively carry out the job and support the organisation.

Candidate requirements:

Technical skills and knowledge:

- Degree in life sciences or related discipline essential
- Proficient particularly in using Outlook, Word, Excel and PowerPoint and other general office software and systems.
- Knowledge of SAP business one database beneficial but not a requirement.

Personal skills:

- Ability to understand biological sciences/technical disciplines
- Good telephone manner and customer service skills
- Attention to detail required to deliver consistently high standards of work.
- Excellent skills for correspondence writing, interpersonal and communication skills.
- Excellent organisational skills and time management.
- Proactive and positive attitude.
- Self-motivated and able to work independently with minimum supervision
- Team player comfortable with team work.
- Professional manner and excellent client service skills.
- Flexible and willing to take on different tasks as required.

Candidates must be eligible to live and work in the UK. A competitive salary will be offered, commensurate with qualifications and experience.

Please apply by emailing a covering letter and CV to: sophie.davey@ludger.com