

Job Description		V1_01/07/26
Job Title:	Business Development Executive	
Duration of Contract:	Permanent	
Department:	Sales & Marketing	
Location:	Remote, UK	
Reporting To:	Head of Sales & Marketing	
Salary:	£40k + 28 days holiday + 1 birthday holiday + bank holidays	
Job Purpose:	Give as you Live Ltd are an innovative online fundraising platform enabling members to generate free funds for UK charities through a suite of fundraising solutions. We are growing our team and are looking for an enthusiastic, efficient and motivated individual to join our team as a Business Development Executive. The Business Development Executive plays a critical role in driving the company’s growth by identifying, engaging, and converting potential clients for our fundraising platform. By understanding challenges and positioning the platform as a solution, the Business Development Executive will help charities improve their fundraising through our technology. The role also involves maintaining long-term relationships, collaborating with the technical and marketing teams, and providing insights to enhance our offerings and sales strategies.	

Duties & Responsibilities:	• Engagin with small and medium UK charities to achieve monthly and quarterly revenue targets, selling online fundraising technology • Conducting the full sales cycle outbound calls, emails, LinkedIn outreach, Webinars, online charity communities and industry events. • Create and execute strategic account plans to drive revenue growth and account development. • Deliver engaging product demos and presentations tailored to specific client use cases and challenges. • Identify client pain points and position the platform as the optimal solution demonstrating how it improves impact and outcomes. • Build and nurture long-term relationships to drive satisfaction and retention. Act as key point of contact throughout the sales cycle. • Collaborate cross-functionally to optimise performance including providing regular feedback from the market to support development. • Maintain accurate and up-to-date records of opportunities, interactions, and forecasts within the internal admin system. • Manage account administration including merging, closures and onboarding. • Monitor market trends, competitor offerings, and emerging technologies. • Provide team support with ad-hoc tasks when required.
Candidate Specification:	• Proven experience in a Sales Manager, Business Development Manager, or senior sales role with a strong track record of meeting or exceeding revenue targets. • Experience managing the full sales cycle from lead generation through to close and account

	growth. • Experience selling SaaS, technology platforms, or working within the charity/non-profit or membership sector (desirable). • Experience using CRM systems and sales tools to manage pipelines, reporting, and forecasting. • Strong selling and negotiation skills with the ability to understand client needs and position solutions effectively. • Excellent communication and presentation skills, with confidence delivering product demonstrations to a range of stakeholders. • Highly organised with strong attention to detail and the ability to manage multiple opportunities simultaneously.
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