



Business Development Manager

Location:	Edinburgh /Remote working considered
Salary:	Salary negotiable depending on experience
Travel:	50% +
Reporting to:	Head of Sales & Marketing / Chief Operations Officer

Red61 was founded in 2002 to build a robust and flexible ticketing system that could handle the size and complexity of the Edinburgh Festival Fringe, the world's largest arts festival. Since then, it has put a focus on constant innovation, developing its groundbreaking audience engagement software and solutions that now benefit major cultural venues and arts festivals worldwide.

In addition to the Fringe in Edinburgh, Red61 provides ticketing and audience engagement support for events around the world, including the Edmonton International Fringe, Abu Dhabi Science Festival, Adelaide Fringe and Melbourne International Comedy Festival, as well as the Edinburgh International Book Festival. With offices in Scotland, Canada and now Australia, Red61 is expanding to meet the demands of a growing network of clients across the world, looking to build creative and flexible solutions in an ever changing market.

The role

Red61 is looking for a business development professional who is experienced in the Event ticketing market to join our UK team. We are looking for someone who has an already developed network of contacts within the industry, understands the art of building strong relationships and the value of a strong pipeline of prospective clients.

As part of the expanding Red61 sales team you will work closely with our pre-sales and customer facing teams throughout the sales process and actively participate in account planning and strategy development. Initially reporting to the COO, you will eventually report to the Head of Sales and Marketing once they have been appointed.

Duties

- Identify leads and develop relationships to generate sales opportunities
- Have a clear understanding of how to qualify and evaluate prospects
- Provide product demonstrations and deliver presentations promoting our value proposition
- Attend industry events and conferences
- Create quotes and proposals

- Negotiate deals in conjunction with the Senior Team
- Provide accurate and up to date pipeline forecasts to the Senior Team
- Ensure operational planning is effectively executed to meet business needs and objectives
- Close deals against agreed targets

Key Competencies

- Experience of both the ticketing and general software industry
- Competitive awareness and desire to maintain industry knowledge
- Personal drive
- Communication & Presentation Skills
- Consultative Selling
- Sales process acumen
- IT market literacy
- Positive and agile attitude (required to thrive in a start-up culture)

To apply

Please apply through Red61's [online recruitment portal](#)

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