

Sales Development Representative

Permanent | Full-time

Location

Wimbledon, London SW19 8ND (Office-based)

Team Reporting and Structure

Reporting to: Director of Sales

Role Overview

The Sales Development Representative supports the Business Development team by identifying prospective customers, generating qualified sales opportunities and building a strong pipeline for future growth. Working closely with the wider commercial team, the role focuses on outbound prospecting, lead qualification, booking meetings for Business Development Managers and maintaining accurate CRM records while delivering an excellent first impression of The Manufacturer brand.

Key Responsibilities

Lead Generation & Pipeline Development

- Research and identify prospective companies and contacts.
- Generate new business through phone, email, and LinkedIn.
- Qualify outbound leads and opportunities.
- Book meetings for Business Development Managers.
- Support lead generation campaigns.

CRM, Reporting, & Market Insight

- Maintain accurate CRM records.
- Provide market feedback and customer insight.
- Support pipeline reporting.
- Complete sales administration activities.

Stakeholder Engagement

- Build relationships with prospective partners.
- Work collaboratively with the commercial team.
- Represent the brand professionally.
- Take ownership of personal development.

Qualifications & Experience

Essential

- Excellent communication skills.
- Strong organizational skills.
- Confidence engaging new people.
- Proficient in Microsoft Office.
- Ability to work independently and in a team.

Desirable

- Customer-facing or sales experience.
- Lead generation or appointment setting experience.
- CRM experience.
- Interest in manufacturing, media, events, or technology.

This role offers a clear pathway into a Business Development Executive position, supported by ongoing sales training, mentoring and professional development. We're looking for someone with the ambition to grow alongside the business and become a key part of both The Manufacturer and the wider Nineteen Group.

Company Overview

www.nineteengroup.com

Nineteen Group is a fast-growing events and media business backed by Phoenix Equity Partners, serving vital sectors including security, fire safety, emergency services, retail technology, health and safety, construction, manufacturing, and more.

We build vibrant industry communities through world-class events and media, creating spaces where ideas are shared, relationships are formed, and practical solutions shape the future.

Headquartered in Wimbledon, London, with offices across the USA, Hong Kong, and Singapore, Nineteen is powered by a passionate global team. Our people live our KADI values – Kind, Agile, Driven, and Inclusive – because we're a culture-first organisation that puts our people first; we just happen to do great events too.

Nineteen embraces diversity and equal opportunity and is committed to building teams that represent a variety of backgrounds, perspectives and skills.

Equal Opportunities

Inclusivity is at the heart of everything we do at Nineteen, and that requires a diverse team of great colleagues who feel they have a clear place with us, supporting us all to grow. The more inclusive our employees feel, the better we feel and the quicker we all develop. We are keen to meet people with varied backgrounds and experiences.

We recruit based on merit, potential, and fit to our cultural values. Product knowledge we can teach.