

Job Title: Business Development Manager

We have multiple roles:

- Business Development Consultant (Start-Up / Mid-Market & SME)
- Business Development Manager (Enterprise)

Start-Up Recruitment Agencies | Mid-Market & SME | Enterprise

Locations: London or Cardiff (Hybrid working)

Hybrid Working: Up to 2 days per week in office

About Sonovate

Sonovate is redefining the future of work through intelligent financial infrastructure. As a technology-first fintech, we power the contingent workforce economy with scalable, automated funding and workflow solutions that help businesses grow with confidence.

Our platform brings together embedded finance, automation and seamless integrations to unlock efficiency, flexibility and sustainable growth for our customers. If you're motivated by shaping the future of work and delivering impact at scale, you'll thrive at Sonovate. Join us as we power the next generation of work.

The Opportunity

As part of our continued growth, we're hiring **five** Business Development professionals across our Sales and Revenue teams, supporting customers at different stages of scale:

- Start-up recruitment agencies and consultancies (typically early-stage or first-time users of funding)
- Mid-Market & SME businesses (generally operating between £1m–£10m turnover)
- Enterprise organisations (typically £10m–£150m+ turnover)

These roles will play a fundamental part in delivering Sonovate's ambitious revenue growth objectives and expanding our presence across the recruitment, consultancy and labour marketplace sectors.

The Role

This is a 360° business development role, responsible for managing the full sales lifecycle from initial prospecting through to deal close and customer onboarding.

You'll work with a diverse range of customers, from start-up recruitment agencies accessing funding for the first time, through to established Mid-Market, SME and Enterprise businesses requiring more sophisticated funding and workflow solutions.

Key responsibilities include:

- Prospecting and generating new business through outbound activity
- Identifying and engaging potential customers across your target market
- Managing and converting a strong sales pipeline using CRM
- Conducting discovery calls, meetings and product demonstrations (virtual and face-to-face)
- Building trusted relationships with business owners and senior stakeholders
- Negotiating commercial terms and closing new customers
- Supporting customer onboarding to ensure successful conversion to revenue
- Accurately reporting on pipeline, activity and performance metrics
- Collaborating closely with Marketing, Growth, Credit and Operations teams
- Owning and delivering against weekly, monthly or quarterly sales targets

Across all levels, you'll be:

- Hard-working, driven and commercially focused
- Comfortable operating in a fast-paced, high-growth fintech environment
- Confident opening new conversations and handling objections
- Strong at building relationships with customers and stakeholders
- Target-driven, resilient and motivated by performance
- Organised, analytical and confident using CRM systems

You will need experience in at least one of the following:

- Invoice finance or commercial finance sales
- Recruitment background or selling into recruitment / consultancy businesses
- Fintech or SaaS B2B sales

What will you get in return?

- 28 days holiday + bank holidays
- Private medical insurance with Bupa
- Employee Assistance Programme
- Techscheme with Apple and Currys PC World

- Cyclescheme
- Working with latest technologies and leading SaaS providers
- Eye care vouchers with Specsavers
- 50% discounted gym membership
- 50% off mobile apps (Calm, Duolingo, Audible, Les Mills)
- 2 days charity leave per year
- You'll work for a company that is passionate about personal development and a strong community focussed culture

Sound interesting?

If your answer is 'yes' then click [apply](#) to find out more!

If you require any reasonable adjustments to support you during the interview process, please let our Talent Acquisition Partner (Alex Morrell) know and we'd be happy to help!

We know that diverse teams are strong teams. We promote a diverse, inclusive and empowering culture and are committed to recruiting, retaining and developing all our employees

Please note: All successful applicants who are offered a role at Sonovate will be required to pass background screening checks before starting with us. These checks will include National ID Checks, Right to Work, Employment References, Adverse Financial History, Criminal Record, Global Sanctions, Bankruptcy checks. Our Talent Acquisition team will be able to run you through these in detail at the early stage of your application