



About the role:

As a result of recent growth plans, we are seeking an **Adobe Business Development Manager (BDM)** to join the fast-growing Software Licensing team.

The **Adobe BDM** is a key figure in taking over the day-to-day management of Adobe and support the continued growth. You will have a diverse role taking on elements of vendor management, marketing, sales, training, fundamentally looking to increase Adobe revenue and associated profit.

You will be responsible for:

The **Adobe BDM** will be responsible for our Adobe number and work in collaboration with the division head developing new go to market strategies. They will manage key relationships with Adobe personnel and engage in quarterly marketing plans in collaboration with marketing and the divisional head. In addition, supporting internal account managers with new and existing customers through the sharing of knowledge. The candidate will work toward become a licensing expert and arrange and develop internal training to upskill sales knowledge.

- Develop a detailed understanding of Adobe licensing
- Understand products and messaging per vertical
- Maintain Adobe day-to-day relationship (weekly call)
- Collaborating with software admin to obtain sales data
- Proactively call into new and existing accounts to drive Adobe messaging
- Identify and communicate upsell/cross sell opportunities
- Manage the Adobe pipeline
- Understand and work toward Adobe quarterly targets
- Support account managers and existing accounts with Adobe queries
- Collaborate with marketing building and executing quarterly marketing plans
- Arrange/deliver internal sales training

Key Skills:

The ideal candidate will be well organised, an excellent communicator and able to demonstrate proactivity and determination. With our rapid growth the ability to be agile and innovate are essential in allowing the candidate to continually develop and influence positive change.

- Detail-oriented and organised
- Enjoys working within a fast-paced environment
- Have an ability to work independently, autonomously and take initiative

- Can effectively manage conflicting priorities
- Possess excellent all-round communication skills
- Establishes and maintain constructive working relationships; team player
- Experience with Software licensing

Why Academia?

Academia are a rapidly growing Technology company with a strong footprint in the educational space. We specialise in supplying software, IT hardware, training and managed service solutions to both public and private sectors.

Established in 2003, we employ over 150 dedicated professionals across multiple locations throughout the UK with a group annual turnover of over £80m. Our growing customer base means we have now worked with every single university in the UK. Furthermore, as Ranked #1 supplier on many national frameworks, we are growing our provision more so to strengthen our position as a leading educational supplier.

Within the Academia Technology Group, we also have Charterhouse Muller (our recycling and repurposing company) as well as a new acquisition of Vital York (an MSP in York). We were acquired by Strive Capital in September of 2020, who have provided further support and financial strength to the company.

Benefits

- Gym Membership contribution
- Health Cash Plan
- Increased annual leave with length of service
- Length of service bonus
- Borrow my doggie membership
- Life Insurance
- Free Will Writing service
- Free half day annual leave on your birthday
- And much more...