



## About us

discover.ai is an agile, fast-paced and constantly evolving insight start-up using a mixture of machine learning tech and human analytical and creative skills to get to new thinking and ideas. Our diverse team spans a wide range of experience and backgrounds but with a shared interest in finding creative ways to reach insights for our clients and to stay at the forefront of a changing industry. Although we're a tech company our core values are very 'human' – all about being sharp, playful, warm and imperfect and we've worked hard to create a strong feeling of community, both online and in person.

## What is an Outreach Specialist?

Discover.ai works with clients to discover insights and opportunities that are the start point for winning brand strategies. We do this by harnessing technology (in our case artificial intelligence) in exciting new ways and putting it in the hands of talented and creative people who love the world of cultural insights.

Our people make us. So, as we look to grow our sales and marketing team, we've thought carefully about what a sales role with us should be. The Outreach Specialist is a sales role - but one where we've stripped out the thankless phone calls, the performance metrics and stack rankings, and the short-term/quick-buck mindset.

Instead, we're on the hunt for someone who will specialise in reaching out to, engaging and building connections and opportunities with the insights, innovation and research communities in meaningful and considered ways. Predominantly this means talking to some of the biggest consumer brands in the world.

## What we need from you?

We're an inclusive employer but there are a couple of must haves from us.

Firstly, you need to understand how the insight/research departments in big businesses operate. Their purpose, function and accountabilities. And you also need to understand and have experience – in some shape or form – in the research and insights industry. Because, to do well in this role, it's important you know how businesses choose and commission the type of work we do.

Secondly, you need to understand and enjoy sales. We need someone with the spark and energy to keep conversations going, build rapport, share ideas and get their kicks from the little wins. This job involves creative freedom, but equally needs dogged determination and someone super organised too. But you don't necessarily need to have done a classic sales role before – you could have gained this understanding or experience in other ways, building customer relationships or bringing in and developing new customers.

More broadly we also need you to love working with CRM systems (we use Hubspot) and other online tools, be fluent in verbal and written English, and show real flair in crafting emails and other content.

## A bit more on the day to day

Discover.ai has always been a remote working business. We have regular strategy days and meet ups, and available hot-desk space in Southwark. But day to day you can choose to work wherever suits you.

## To give more of a flavour of the role, you'll be:



- Engaging some of the biggest companies in the world, talking to insights, innovation, research and customer experience people
- Researching and identifying the right people at key businesses we'd like to get to know but aren't currently talking to
- Curate, own and manage your own outreach campaigns. You'll use hot topics, or new reports we've written to think strategically about the sectors and departments and getting them in front of people who love our stuff
- Craft, tweak and evolve well thought out emails that will win the hearts and minds of the people you're targeting
- Form a great partnership with our marketing team.
- Build and add to plans around future content (where, why, how) and then make it happen
- As you master the world of Discover.ai, you'll start to lead credential meetings and discovery calls too

All of this together, leads to the main purpose of this role: to set up meetings and work collaboratively with prospects and our Strategists to find and scope out new projects for our team to close and win

Overall this role is one we think has a fantastic balance between the commercial challenge of sales while allowing you to work in the dynamic world of research technology.

### **Why Discover.ai?**

We're empowering brands and their agencies to undertake exploratory research more cost effectively and more quickly. Our human led approach combined with our culture of innovation means we're not a business for standing still. This is why we need you.

The world of innovation, insights and research is a world of curiosities. So you'll be working with people at the cutting edge of brand and product strategies. And because of our speed and agility you'll be talking about diverse project opportunities all the time.

We're big on the event circuits and have also won awards. This includes the MRS Cultural Insight Award, the MRS Healthcare Award for best healthcare project, and we're currently on the final shortlist for the AURA innovation award.

This combination of great people, great clients and great works makes us immensely proud and gives us a great opportunity to build. But perhaps most importantly, for this role in particular, we can give you all the tools needed for success.

### **Applying**

When applying please submit your CV and a covering note. In the covering note (it doesn't need to be long), we'd appreciate it if you can give us a little information on why you fit the criteria in the 'What we need from you?' section of this job description.

discover.ai emphasises potential over experience, so if you think you might be the person we're looking for, even if you don't fit the entire experience profile, do get in touch.

Discover.ai is committed to diversity and we encourage applications from non-majority groups.



To apply, please send your application to [careers@discover.ai](mailto:careers@discover.ai) with your CV and some background info about yourself or a short video telling us why this role is of interest to you and we'd appreciate it if you can give us a little information on why you think you are a fit for this role.

Please note that we can only consider candidates who have the right to live and work in the UK

**NO AGENCIES**