

BOHEMIAN SMARTLYTICS LIMITED

JOB OPPORTUNITY

Business Development Manager

Remote Full-Time

About Us

Bohemian Smartlytics Limited is an AI-powered digital health technology company headquartered in Cambridge, UK. Our technology is transforming healthcare by connecting providers, researchers, government agencies, and patients via our AI-powered data analytics platform, delivering prevention, treatment, and health intelligence capabilities across communicable and non-communicable diseases, serving governments, donors, and implementing organisations across Africa, Europe, and North America.

We are seeking a Business Development Manager (BDM) with Digital Marketing expertise to accelerate our B2B client acquisition. In this role, you will lead our expansion across the health ecosystem. You will not rely on outdated cold outreach. Instead, you will build data-driven digital marketing funnels to generate, nurture, and close enterprise deals with healthcare networks, research institutions, and public health organisations.

The Opportunity

We are looking for a high-performing Business Development Manager with digital marketing and social media management experience. The ideal candidate will understand modern, data-driven growth. In this role, you will not rely solely on traditional cold calling. Instead, you will build, execute, and optimise digital marketing funnels to generate your own high-quality B2B leads, nurture relationships, and close enterprise deals. You will act as the bridge between marketing strategy and sales execution. You will report directly to the Chief Executive Officer with dotted line reporting to the Director, Research & Development Operations.

Key Responsibilities

Sales & Business Development (70%)

- **Identify Opportunities:** Research, source, and validate new B2B client opportunities within target markets.
- **Pipeline Management:** Manage the complete sales cycle from initial digital touchpoint to closing the contract.
- **Pitch & Present:** Acquire the necessary knowledge of BSL products and services. Build tailored proposals and deliver high-impact presentations to C-suite decision-makers.
- **Revenue Growth:** Meet and exceed monthly and quarterly sales revenue targets.
- **CRM Management:** Maintain immaculate records of all leads, communications, and deals in our appropriate system.

Digital Marketing & Lead Generation (30%)

- **Inbound Funnels:** Design and deploy targeted LinkedIn outreach automation and email marketing sequences. Build targeted digital campaigns using case studies (e.g., our impact on HIV, maternal care, and neonatal health) to attract relevant buyers.
- **Content & Positioning:** Collaborate on high-value lead magnets, case studies, and landing pages that attract target clients.

- **Paid Ads & SEO:** Oversee or execute highly targeted B2B paid social media campaigns (e.g., LinkedIn Ads, Google Ads) to seed inbound pipelines.
- **Data Analytics:** Monitor, analyse, and report on marketing funnel metrics to optimise the cost per acquisition (CPA).

What We Are Looking For

- **Sales Track Record:** Minimum 3–5 years of successful B2B sales or business development experience, ideally in healthtech, agency, or analytical services.
- **Digital Marketing Expertise:** Proven experience managing B2B lead generation funnels, email automation tools (e.g., HubSpot, HubSpot Sales, Lemlist), and LinkedIn Sales Navigator.
- **Analytical Mindset:** Comfortable reading data dashboards, tracking KPIs, and iterating strategies based on metrics.
- **Communication:** Masterful negotiation, copywriting, and presentation skills. Partner with product teams to distribute high-value resources, app brochures, and technical whitepapers. Ability to translate complex AI and data science solutions into clear business outcomes for non-technical stakeholders.
- **IT & Digital Proficiency:** Strong working knowledge of Microsoft Office and Google Suite, project management tools, CRM tools, Canva, and Adobe.
- **Relationship Building, Presentation & Negotiation Skills:** Exceptional ability to build and maintain professional relationships, deliver compelling presentations, and negotiate effectively at senior levels.
- **Self-Starter:** Highly motivated by targets, comfortable working autonomously, and agile in a fast-paced environment. French language proficiency is a plus.
- **Education:** Bachelor's degree in Business, Marketing, Health Informatics, or a related field.

What We Offer

- Fully remote with flexible hours and reasonable UK time zone overlap.
- Direct access to learning and skills development opportunities in business development and digital health.
- Competitive remuneration commensurate with experience: ₦500,000 - ₦600,000 gross/month, plus a performance-driven commission structure.
- Enrollment in PENCOM (pension), NHIS (health insurance) and NSITF (employee compensation scheme).

How to Apply

To apply, please visit our website and complete the application form, where you will be asked to upload your CV and a motivation letter (maximum two pages). Applications are reviewed on a rolling basis.

Apply here: <https://forms.gle/rGijVXzmk3S4G5Mf7>

Recruitment Timeline

Application deadline: 22 June 2025; Pre-selection: until 26 June 2025;

Interviews: 29 June – 5 July 2025; Expected start date: Mid-July or 1 August 2025

Bohemian Smartlytics Limited is an equal opportunity employer. We welcome applications from candidates of all backgrounds.