



Business Development Manager

Market Research Fieldwork

London, Moorgate | Hybrid working | Quarterly bonus scheme

Know fieldwork? Turn that expertise into winning business

We're looking for someone who understands how market research fieldwork works and can use that knowledge to build client confidence, recommend the right approach and win business.

You might already work in market research sales, client services or account management. Or you might be an experienced fieldwork project manager who enjoys the commercial side and is ready to make it your focus.

What matters is that you can take a research brief, ask intelligent questions, assess what is achievable and explain clearly how we will deliver.

About FieldworkHub

FieldworkHub is a London-based market research fieldwork agency with a strong qualitative focus, supporting clients across the UK and international markets. Our work spans participant recruitment, project management and supporting services including moderation, translation and transcription.

We care about the detail: recruiting the right people, giving honest advice, responding promptly and doing what we say we will do. We want someone who shares those standards and can help clients understand the value behind them.

The role

You'll take commercial ownership of opportunities from the first conversation through to confirmed business. Much of your time will involve responding to incoming briefs and developing existing accounts, alongside reconnecting with previous clients and identifying new opportunities.

This is a sales-focused role, not a combined sales and project management position. Our dedicated project management team leads delivery once work is commissioned. You will remain involved in the client relationship and ensure that what has been agreed is clearly handed over but the focus is on winning mandates for new projects.

What you'll be doing

- **Lead confident client conversations.** Pick up the phone, understand the research objectives and ask the questions needed to shape a workable brief. Explain how the project will run—from screening and recruitment to fieldwork logistics, quality checks and client updates—and why FieldworkHub is the right partner.
- **Assess feasibility and recommend solutions.** Evaluate audiences, screening criteria, sample sizes, markets and timelines. Validate assumptions with our recruitment team and partners, identify potential obstacles early and suggest practical alternatives where the original brief is not achievable.
- **Prepare accurate, persuasive quotations.** Build costings that reflect the full scope, including recruitment, incentives and supporting services. Make assumptions, timings and exclusions clear, and balance competitive pricing with appropriate margins. Present the value of our approach, not just the price.
- **Convert opportunities and grow accounts.** Follow up actively, handle questions and objections, negotiate within agreed parameters and ask for the business. Develop repeat relationships, re-engage lapsed clients and contribute to targeted outreach rather than relying solely on incoming enquiries.
- **Keep ownership through to handover.** Maintain an accurate pipeline, agree clear next steps and work towards sales and profitability targets. When a project is won, ensure the delivery team understands the scope, costs, commitments and any risks. Use feedback on won and lost opportunities to improve future proposals.

What you'll bring

- **Relevant experience.** A background in market research sales, business development, client services or account management—or substantial qualitative fieldwork project management experience and a clear motivation to move into sales.
- **Credibility with clients.** The ability to discuss methodologies, recruitment challenges and delivery requirements confidently, explain your recommendations and build rapport on calls and in meetings.
- **Commercial judgement.** Confidence with budgets and costings, an understanding of profitability and the determination to follow opportunities through to a decision.
- **Careful, dependable working habits.** Accurate proposals, prompt communication and organised follow-up, with the judgement to seek specialist input rather than promise something that has not been checked.

Experience with international or multi-country fieldwork would be valuable. Above all, you should enjoy talking to clients, solving problems and taking responsibility for winning work.

What success looks like

Clients trust your advice and understand what they are buying. Enquiries become profitable projects, existing relationships generate repeat business, and the delivery team receives clear, realistic commitments it can fulfil.



Why join FieldworkHub

You'll work closely with the owners in a small team where your contribution is visible, with the opportunity to develop your commercial responsibilities as the business grows.

You will be eligible to participate in the company's quarterly bonus scheme, with access to private medical insurance after completing probation. Hybrid working currently means Mondays and Wednesdays in our office at 131 Finsbury Pavement, London EC2A 1NT, with the remaining three days working from home.

Apply

Send your CV and a short note about your relevant fieldwork and client experience to careers@fieldworkhub.com. We're interested in what you understand, how you work with clients and what you could bring to the role – not simply your current job title.