

## Job Description and Person Specification

JOB TITLE:	Senior Business Development Manager
LOCATION:	Birmingham (hybrid – office-based for a minimum of 1 day pw, but the role holder is expected to be out visiting customers on a regular basis)
CONTRACT TYPE	Permanent/ Full-time
SALARY RANGE	£45,000 pa to £50,000 pa
BENEFITS	Pension, life assurance, retail discounts, health cash plans, EAP, ongoing Continuing Professional Development opportunities and more.
REPORTS TO:	Director of Marketing and Business Development
DIRECT REPORTS:	None

### Job purpose

This role is responsible for identifying sales prospects and leads, selling products and services to relevant customers, hitting sales targets and maintaining good relationships with potential and current customers and users.

A key priority is supporting future incremental income generation through a range of business development activities, expanding our current products and services to new markets and audiences, and sharing customer intel with relevant teams to inform the development of new products and services aligned to the business strategy and the needs of the sector(s).

As a new role, there is a requirement to review, develop and establish a proactive approach to business development through identifying new and emerging markets and by working with relevant teams to understand and explore the potential for expanding the range of existing products and services. In addition, the role will develop new and existing external partnerships, and provide insight into competitor activity that may impact on strategic plans.

This role is part of the External and Digital Engagement Team, which as well as Business Development, includes Marketing, Fundraising, Digital, and IT functions.

### **Main duties and responsibilities**

This postholder is responsible for the development and implementation of a business development plan that will provide a structure for business development activity over the next academic year (or other agreed period). Whilst there is no direct line management responsibility, the postholder will need to project manage across a number of internal teams, applying a high level of strategic thinking, influencing and communication skills.

- Identify new and emerging markets for business development and incorporate these opportunities into the business development plan, ensuring sales targets are met
- Secure incremental income growth through new customers, and the development of relationships and partnerships with key influencers and partner organisations
- Lead on setting up SFE's business development/sales processes and functions
- In conjunction with the Finance Team, assess and analyse the potential to profitably grow and adapt existing services and products
- Undertake research to track emerging trends, competitor activity and opportunities for future development and introduction of new services and products
- Contribute to reactive income generation opportunities, such as coordinating bids and proposals and undertake analysis and modelling
- Manage inbound sales as along with nurturing existing relationships with customers to increase sales through upselling and cross-selling
- Represent members of the Senior Leadership Team at external networking events, following up leads and contacts on a timely basis
- Contribute to SFE's strategic development and actively promote and demonstrate commitment to SFE's mission and vision

**The success of this role will be evaluated based on the achievement of annual sales targets**

## Person Specification

Factors	Essential	Desirable	Assessment Method
Qualifications	<ul style="list-style-type: none"> <li>Degree or equivalent in a relevant area</li> </ul>		CV Copies of relevant certifications provided before/at interview
Experience	<ul style="list-style-type: none"> <li>A proven track record of achievement in business development and income generation working to agreed financial targets and delivering year on year growth</li> <li>Experience in partnership development and delivery, working with experts in their fields to understand the product/service on offer and sell to a wider audience</li> <li>Experience in developing and implementing business development plans and systems, including financial planning and modelling with an understanding of product cost and margins</li> <li>Experience in developing and leading marketing campaigns / plans, working with marketing team</li> <li>Experience in leading and managing projects across a range of teams. • Experience in working in business development roles within the education and or arts/cultural sector(s)Experience in external networking and prompt follow up of leads/interest as appropriate.</li> <li>Line management experience, there is currently no line management however this may change subject to the impact of the role.</li> </ul>		CV Interview
Knowledge and Skills	<ul style="list-style-type: none"> <li>Analytical skills with the ability to understand complex issues and communicate them effectively, both verbally and in writing</li> <li>Ability to persuade and influence, including influencing senior people internally and externally</li> <li>Ability to deliver high-quality presentations and pitches to both small and large audiences</li> </ul>	<ul style="list-style-type: none"> <li>Working knowledge of educational settings within the West Midlands locality</li> <li>Knowledge of Salesforce</li> </ul>	CV Interview

Factors	Essential	Desirable	Assessment Method
	<ul style="list-style-type: none"> <li>• Project management skills; ability to co-ordinate complex and multiple projects, delivering to a high standard</li> <li>• Highly organised and able to develop systems and processes, prioritise, schedule tasks and, manage and resolve workload conflicts</li> <li>• Excellent command of MS Office and CRM software (we are using Salesforce)</li> <li>• Flexible and able to respond to change</li> <li>• Solutions focused with a proactive approach</li> </ul>		
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• Innovative and self-motivated</li> <li>• Proactive and solution-focused</li> <li>• Ability to work flexibly and manage own working with a high level of autonomy but also able to work as part of a small team</li> <li>• Ability to work under pressure and meet deadlines</li> <li>• Ability to work collaboratively with peers and senior executives, stakeholders and customers</li> <li>• Able to motivate and develop staff, work across teams, and build effective working relationships internally and externally whilst modelling our principles of equality, diversity, and inclusion.</li> <li>• High level of integrity, honesty and professionalism</li> <li>• Ability to deal with people sensitively and resolve conflicts</li> <li>• Seek advice and support when necessary</li> <li>• Strong personal commitment to diversity and inclusion</li> <li>• A willingness to share and embrace the charity's principles and values</li> </ul>		CV Interview
<b>Other</b>	<ul style="list-style-type: none"> <li>• The successful candidate will be required to undertake an enhanced DBS check.</li> <li>• Willingness to travel for F2F meetings with potential and current customers</li> </ul>		