

Business Development Analyst – Job Description

Role information

Department: Family Fund Business Services (FFBS)

Job Title: Business Development Analyst

Grade: D

Responsible to: Business Development Manager

Date: June 2024

Purpose of the job:

To proactively research, identify, and help to secure new business opportunities, across existing and new sectors, whilst contributing to the development of the strategic development of Family Fund Business Service by providing expertise in business analysis. This role works collaboratively across the FFBS Business Development Team and with the Director of Income Generation to support research activity, assisting with analysis on the groups wider projects to provide evidence for successful change, as well as providing key administrative support, helping to facilitate the team's and the group's activities to deliver the annual business development plan.

Duties and responsibilities

Sales Support and Business Analyst

- Support with the coordination of sales activities and schedules, working closely with the Marketing and Communications team on planned business development activities and events e.g. maintaining a sales calendar that aligns to the communications calendar.

- Respond to requests for information and follow up new customer leads, in a timely and professional manner, recording all activity via the CRM system, qualifying the prospect before handing over to the Business Development Manager.
- Support with the production of proposals, presentations, and other sales collateral as required.
- Support the Head of Business Development with monthly and quarterly sales reports, as well as budget management.
- Represent FFBS at meetings, industry events, steering groups, presentations and conferences where required.
- Support with the development of sales email and social media campaigns, working with the Marketing and Communications Team to identify sector opportunities and industry topics for onward development.

CRM Support

- Research, update, and maintain the CRM system to build a more complete portfolio of contacts that will support sales activity.
- Support the Head of Business Development with CRM configuration and development, supporting with continuous improvement of the system.

Event Planning

- Lead on the co-ordination of exhibitions, liaising with show organisers to ensure FFBS' stand is well presented and managing all aspects of planning and show itineraries, including arranging travel, accommodation etc.
- Attend exhibitions for 'set up' and 'breakdown' where required and support during the shows with sales and marketing tasks.
- Support the BD team in designing new collateral and any associated administrative tasks, working with the Head of Business Development to ensure the plans are within budget.
- Help with the creation of after sales content e.g. forms for capturing client information, and working closely with the Marketing and Communications Team to ensure a timely follow up on leads.

Research

- Support with research of new sectors and verticals, as well as new suppliers and products to better serve FFBS customers.
- Support the Business Development Manager to identify prospects and opportunities, and support with preparation for meetings and presentations where required.
- Attend sector events and forums, representing FFBS and ensuring we stay appraised of news and developments across the Charity, Local Authority, and Housing sectors.

General

- Contribute positively to the Department and team meetings, team working and implementing organisational priorities.
- Carry out appropriate duties as required supporting the operational management and strategic direction of Family Fund and FFBS.
- Carry out other appropriate duties as required by senior management.

Person specification

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Experience

Essential

- Managing multiple work streams and competing priorities.
- Proven experience of working collaboratively across teams/groups.

Desirable

- Voluntary or statutory sector experience.

Skills, knowledge, and abilities

Essential

- Good team player - the ability to work in partnership with colleagues in a small team and learn quickly in order to deliver on objectives.
- Strong communication skills and ability to engage with a wide range of stakeholders.
- Excellent organisational skills - planning, prioritising and managing workload.
- Excellent time management skills with ability to meet key deadlines.
- Strong research & analytical skills.
- Computer literate with excellent MS Office skills.
- Proven use of initiative.
- Ability to deal with confidential information.
- Ability to be flexible and adaptable according to work demands.

Education/training

Essential

- General education to A-level or demonstrable experience in a similar role.

Desirable

- Working towards a degree or equivalent.

Personal attributes

Essential

- Self-motivated and results driven.
- Positive clear, open communicator.
- Flexible, adaptable and resilient to work demands must cope well with change.
- Willingness to travel across the UK as required.
- Willing to learn and be open minded to new ways of working.
- Commitment to Family Fund's values.
- Commitment to equality, diversity, inclusion and fairness for all.
- Commitment to safeguarding.