

Business Development Manager – Job Description

Role information

Department: Family Fund Business Services (FFBS)

Job Title: Business Development Manager

Grade: F

Responsible to: Head of Business Development

Date: February 2020

Purpose of the job:

To research, identify, develop and secure new business opportunities, across existing and new sectors. Make introductions to pre-existing and directly sourced opportunities, with the aim of winning new business, whilst ensuring a positive customer experience throughout.

Promote Family Fund Business Services (FFBS) and the benefits of its services through direct marketing, meetings and events, with a view to increasing revenues and profit margins.

Duties and responsibilities

Role Specific

- Deliver the FFBS Business Development plan by generating new leads, managing client relationships and conducting client meetings with a view to winning business.
- Target new customers by phone, e-mail and in person, to generate new opportunities across public, private and not for profit sectors.
- Deliver sales presentations, as and when required, understanding the need to adapt style for the target audience.

- Develop new accounts with Local Authorities, not for profit sector organisations (including housing associations) and other business customers in order to deliver current or new services and so increase income.
- Seek out tender opportunities within relevant business sectors, supporting on the development of tenders, bids and proposals.
- Respond to requests for information and follow up new customer leads, in a timely and professional manner, recording all activity via the CRM system.
- Update and maintain the CRM system to report on sales leads and follow up appointments.
- Develop and execute marketing campaigns to support sales activity.
- Meet and exceed targets relating to revenue generating activities and customer acquisition in order to increase profit margins and drive growth plans.
- Support with the on-boarding of new customers and hand over to Account Managers for all new business acquisitions, liaising with the Operations team as required.
- Work in co-ordination with FFBS colleagues to ensure customers receive the necessary support, communications and assurance.
- Represent FFBS at meetings, industry events, steering groups, presentations and conferences where required.

General

- 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

Department: Family Fund Business Services (FFBS)

Job Title: Business Development Manager

Experience

Essential

- Track record in executing business development plans to drive and develop growth.
- Selling services with a results driven track record of delivery.
- Demonstrable project management experience preferably within a business development setting.
- Networking and developing relationships with organisations.
- Managing a diverse workload and meeting income generation targets.
- Managing multiple work streams and competing priorities.

Desirable

- Voluntary or statutory sector management.
- Current relationships with key organisations.
- Business development through tender and bid development with Local Authorities.

Skills, knowledge, and abilities

Essential

- Excellent, influencing writing and presentation skills with a clear and concise writing style.
- Excellent networking and collaboration skills with the ability to account manage key stakeholders, contacts and relationships.

- Excellent negotiation and listening skills with the ability to think creatively and quickly to make a convincing sales pitch.
- Ability to identify viable income generation opportunities.
- 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.
- Ability to manage/complete own administration.
- Strong research & analytical skills.

Desirable

- Good knowledge of the children's, families, disability, social care agendas and legislation.

Education/training

Essential

- Degree or equivalent demonstrable experience working in similar role(s).

Desirable

- Relevant higher or professional qualification.

Personal attributes

Essential

- Self-motivated and results driven.
- Tenacious approach to securing sales/income.
- Positive clear, open communicator.

- Flexible, adaptable and resilient to work demands must cope well with change.
- Willingness to travel across the UK as required.
- Strong commitment to Family Fund' vision and purpose.