# Job Description

**Position:** **Business Development Manager**

**Band: Job Band 3**

**Department: Commercial**

**Reports to: Head of Commercial Development**   
**Hours:** **35 hours per week (full-time) – flexibility required for travel**

**Location: Homebased in Midlands or London region (visit Tamworth Office required)**

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| **Overview:**  The Institute of Leadership & Management is a professional membership body, inspiring great leadership, everywhere. We're proud of our long-standing heritage, but our passion to innovate and challenge the norm steers us to the future. Our commitment to delivering leading insight and world-class service to our members drives us forward, but all this is only possible thanks to our people and team spirit.  To help accelerate our ambitions, we’ve embarked on an exciting growth phase - expanding our team and further extending our reach Internationally. Want in? Join us and be part of the journey! |
| **Job Purpose**:   * **To raise the profile of the Institute:** In the UK and deliver a sustainable income stream. * **Drive Revenue and Profitability:** Generate, qualify and convert new business opportunities across all industry sectors. * **Promote our Core Products**: Corporate membership, Institute Approved and online leadership development packages. * **Raise the Profile of the Institute**: Increase awareness of our insightful thought leadership and research.   **Main Objectives:**   * Identify opportunities to maximise existing relationships and introduce new customers. * Implement a growth strategy focussed on achieving revenue target, increasing market-share and customer satisfaction. * Achieve agreed KPIs for lead generation and business development activities. * Promote and accelerate the Institutes brand and position in the market-place. Actively promoting the Institutes brand, values and ethics. * Identify new, innovative and market-leading B2B offerings, attracting new industry sectors and markets. * Work with colleagues and key stakeholders to create a vision that differentiates the Institutes offering from the competition. * Embrace collaborative working and efficient delivery of campaigns and key projects. |

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| **Role and Responsibilities:**  The following reflects the core expectations of the role, however as the Business Development Manager, there will be a requirement to remain flexible and responsive to the needs of the day-to- day running of the business:-   * **Support the Head of Commercial Development:** In producing a ‘go to market’ strategy for industry sectors / markets to translate digital services and products into compelling business propositions, increasing market-share and revenue. * **Support for CEO:** In following up new business opportunities,following initial meetings and progress through to conclusion. * **Sales:** Conducting a wide a range of sales and marketing prospecting activities to identify, source and convert business opportunities with new clients, to generate sustained and profitable business and grow our client base. * **Pre-qualify Sales:** Use innovative solutions and methodologies to follow-up leads generated through marketing campaigns, outbound calling initiatives and other sales-generating activities to maximise conversation rates. * **Initiate Campaigns:** In collaboration with internal and external stakeholders to ensure these are delivered in-line with the marketing strategy, agreed KPIs, time-scales and costs. * **Relationship Management:** Professionally manage a portfolio of client accounts to ensure they add value, establish long-term relationships and consistent sales growth, through repeat business and client retention. * **Proposals:** Prepare and write professional and impactful business proposals. * **CRM:** Maintain ‘real-time’ information in CRM for pipeline activity, KPIs, diary commitments and any other sales reporting required by the business. * **Produce Weekly and Monthly Reports:** On sales performance, sales planning and forecasting. * **KPIs:** Perform against agreed targets and Key Performance Indicators e.g. conversion of new Corporate or Group membership clients per annum. * **Forecasting:** Contribute to annual business planning and forecasting activities. * **Maximise Strategic Partnerships:** E.g. liaise with ILM centres and ILM employees. * **Profile Raising:** Promote, represent and represent the Institute at networking events, trade and national shows, conferences and exhibitions. * **Deliver Presentations:** To internal and external stakeholders, promoting the Corporate proposition, products and services and acting as an ambassador for the Institute. * **Working in Collaboration:** With colleagues to design and develop innovative and creative solutions to identify client challenges and needs. * **Compliance:** With all in-house processes and policies. |

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| **Key Skills and Experience:**   * Knowledge or experience of the leadership development environment. * Experience of building and maintaining professional relationships and working in a customer focused environment. * Evidence of success in taking responsibility for sourcing, selecting and securing new revenue streams. * Knowledge of principles and methods for identifying, promoting and selling products and services, to include marketing strategies, product demonstration and sales techniques. * Previous experience of designing / delivering sales and marketing campaigns, meeting and exceeding lead generation and sales targets. * Effective communication and rapport-building skills. * Confident at presenting, negotiating and selling to B2B corporate clients (up to C Level). * Able to convey compelling business propositions to internal and external stakeholders and customers. * Commercially astute with an appreciation of impact of own actions and decisions on others. Excellent organisational, forward planning and project management skills to ensure projects are delivered within scope, time and budget. * Consultative approach to business development, based on a ‘solutions’ approach. * Strong team player and contributor. Able to inspire the trust and respect of colleagues. * Embraces change and consistently challenges the status quo. Stimulates new ideas. * Appreciation of value-add activities to exceed customer and stakeholder expectations in relation to; service delivery, quality, standards and satisfaction. * Innovative approach to problem solving, stimulates ideas, considers costs / benefits of actions. * Takes ownership and responsibility for personal actions, contribution and projects. * Ability to act on own initiative and work unsupervised. * Ability to work with and interpret financial data. * This role requires regular UK travel, which may include overnight stays and overseas travel. * Knowledge of Microsoft packages (Word, PowerPoint, Excel), Outlook and the internet. * In-depth knowledge and experience of using CRM systems (MS Dynamics CRM - desirable) to manage / improve processes, drive efficiencies and provide meaningful analysis and reporting. * Educated to degree level (or equivalent) in leadership, business, management, coaching or other related topic. * Holds a full UK/EU Drivers licence. |