

Inspiring Learning

Business Development Manager



Job title: Business Development Manager

Reports to: Head of Sales

Salary: Competitive + Car Allowance + Bonus

Location: Field Based (Skern - North Devon)

Department: Sales

Job Purpose

Responsible for driving growth from new and existing school and non-school group accounts for Skern Lodge and its sites through strategic business development and also into the IL brand portfolio. Accountable for the delivery of annual sales targets through effective account management. Responsible for ensuring excellent levels of service are provided at all times.

To fully support and exemplify the overall company purpose and values of – *‘Keep it Simple’; ‘Know your Stuff’; ‘Give it your all’; ‘Make it Fun’ and ‘Own it’*

Key role responsibilities and accountabilities	Typical knowledge, skills and experience	Behavioural competencies
<ul style="list-style-type: none">• Drive sales by developing strong relationships with current and future business partners through an effective account management system• Ensure annual sales targets are met• Establish and implement strategy for future growth• Compile and deliver an Annual Business Plan for the business area, detailing direction and opportunities for the various markets within the region• Manage financial budgets and targets in order to maximise profitability. Set annual budgets and present detailed mission plans, including relevant trade fairs and marketing opportunities where applicable• Travel to Skern and other Sites to co-ordinate all sales missions• Monitor market trends and competitors• Provide high levels of customer service• Liaise with operating departments to ensure increased levels of product delivery and a good understanding of your market• Develop and apply appropriate marketing strategies specific to corporate requirements• Ensure Account Management Plans are completed and that CRM database is kept up to date• Responsible for annual agreements for all business partners• Contribute to the sales team as an active team member by providing support and assistance when/where required.	<ul style="list-style-type: none">• A minimum of 4 years' experience of account managing corporate business is essential• A successful track record of sales, working to defined targets• Experience in sales within an account management framework essential• Knowledge of the outdoor activity industry preferred, ideally with some operational experience• An ability to offer a sound understanding of education products with focus on low season• An excellent relationship manager• An effective communicator and team player with experience in preparing and delivering high level presentations B2B and B2C• An ability to demonstrate first rate organisational skills and project management skills• Experience in delivering strategic business plans and sales reports through high level analysis (Preferred)	<p>Broad Thinker Evaluates the commercial and financial implications of decisions, considering the wider People and operational context. Shows evidence of clear analytical thinking. Evaluates the full implications of actions on other parts of the business. Thinks outside of the 'functional silo'. Stays up to date with customer trends, identifying opportunities and threats at an early stage.</p> <p>Honesty and Transparency Asks for feedback from the Organisation on how to improve. Meets the needs of internal customers, by supporting and engaging when required. Takes personal responsibility for correcting problems and demonstrates good recovery from complaints. Gives open and honest feedback at all levels even when it's difficult. Meets and exceeds internal customer expectations. Is open honest and Transparent even when things go wrong.</p> <p>Innovative & Adaptive Challenges people to find ways of improving what is done. Asking those critical questions to challenge, 'How we do things'. Encourages and supports development of new processes and procedures. Works productively in a high pressure environment. Welcomes change in a positive light, supporting their teams to embrace new ways of working.</p>

<ul style="list-style-type: none"> • Ensure clients follow internal company processes and that their accounts remain up to date. Support Admin/Finance teams to ensure effective and timely reconciliation of all business accounts • Ensure a full and deep understanding of the group's wide and varied product portfolio to enable effective cross selling where possible. • Provide regular sales reports for your area as instructed by the Head of Business Development • Innovate in and drive volume to low demand periods and centres • Attend regular and well timed trips at the various IL Centres throughout the year as required. 		<p>Leading & Collaborating Initiates action and provides others with clear direction. Challenges inappropriate or ineffective behavior.</p> <p>Works with subject experts to get the best possible solution. Takes responsibility for actions. Is self-confident and is seen as credible and a go to person by others. Welcomes new ideas and ensures everyone has a voice.</p> <p>Developing Performance Keeps own knowledge and skills up to date practicing continuing professional development. Delivers results through teams and people. Actively seeks to stretch capability and scope of responsibilities. Challenges and sets, 'Stretching' goals for their team, providing feedback on performance and behaviors. Addressing under performance at the first opportunity.</p> <p>Communicating Is sensitive to non-verbal cues, to other people's feelings and emotions, and responds with sensitivity. Communicates openly and freely with colleagues and teams to ensure that they can see the big picture. Successfully persuades and influences others. Presents information in a way that engages and motivates the audience. Is self-aware and changes style to suit the relevant audience.</p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

This job description is not to be regarded as exclusive or exhaustive and does not form part of the roles contract terms. It is a summary of the Business Development Manager function and responsibilities and, like all such documents, will be amended from time to time, in the light of the changing need of the Business.