

Job Description

Name:	
Title: Business Development Manager	Department: Sales
Reporting to: Head of School Partnerships and International Engagement	Grade: 4
<p>Job Purpose:</p> <p>Reporting to the Head of School Partnerships and International Engagement, the Business Development Manager (BDM) will be responsible for growing the IDL provision whilst working with the Customer Experience Department to maintain existing provision, ensuring commercial opportunities are maximised and that national and international new business targets are met. The BDM will hold holistic regional responsibility for new and existing UK and International customers, providing support and maintaining contact to identify opportunities for sales growth and maximise income. The BDM will act as a key contact point for new and existing customers, cultivating relationships at all levels to strategically manage and convert new business opportunities within their region.</p> <p>Job Responsibility:</p> <p><u>Core Duties</u> In this role, you will be required to:</p> <p>Sales Delivery:</p> <ol style="list-style-type: none"> 1. Deliver on set income targets both in the UK and internationally through proactive sales activity, reporting on performance across both existing and new business <p>Market Intelligence:</p> <ol style="list-style-type: none"> 2. Maintain a deep, up-to-date understanding of the IDLS product portfolio, industry trends, and the competitive landscape to effectively identify growth opportunities 3. Share and act upon market intelligence to support the development and implementation of creative selling strategies <p>New and Existing Customer Development:</p> <ol style="list-style-type: none"> 4. Identify and develop prospective new client relationships within assigned territories 5. Create and deliver cohesive regional sales strategies and drive sales growth across all IDL products and services Negotiate deal terms, discounts, and payment structures 6. Maintain a strong sales pipeline and ensure the pipeline is populated in CRM utilising opportunities function, to track performance and assist with budget setting 7. Take ownership of regional communication, working with the Marketing team to increase brand presence in the assigned territories 8. Present and conduct live demonstrations to key stakeholders and decision makers, promoting IDL products and services with the aim of increasing sales 9. Build and develop relationships in order to create partnerships with customers in the region, to add value and mutually achieve growth potential 	

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Account Growth:

10. Drive up-selling and cross-selling opportunities within the existing customer base through ongoing advice and relationship management
11. Work with the Head of School Partnerships and International Engagement to have a good understanding of corporate objectives in order to prioritise focus to deliver required growth
12. Remain flexible to the changing needs of the business, adapting to change where necessary to mitigate external factors and achieve overall targets

Strategic Input and Cross-Functional Collaboration:

13. Provide input on wider strategic discussions regarding customer journey, pricing, and positioning, representing insight from new and existing customers within the assigned region
14. Gather and funnel market feedback into the product development lifecycle to support innovation and address customer feedback
15. Contribute to the design and delivery of promotional materials, conference organisation or other events as required in partnership with the marketing team, and attend and evaluate the success of such events from a commercial perspective
16. Work with the Head of School Partnerships and International Engagement in budget forecasting and monitoring for Ascentis products

Data Management:

17. Utilise CRM systems to track customer interactions, manage leads and opportunities, and generate performance reports
18. Organise and record your own work to ensure that all leads and opportunities are followed up consistently
19. Monitor the effectiveness of all sales and marketing activity using digital tools available, such as CRM, Site Manager and Click Dimensions

Operational Flexibility:

20. Undertake regular travel throughout the UK, when required, including frequent overnight stays
21. Undertake international travel as required
22. Be available to deliver training outside of core hours for international prospects

Corporate Responsibilities

The following responsibilities apply to all roles:

23. Contribute as required to regulatory compliance and engage with other processes, including business continuity, risk management, and the internal audit process
24. Contribute to the improvement of customer service
25. Undertake any other responsibilities or tasks that are within the employee's skills and abilities whenever reasonably instructed, commensurate with this role

General Responsibilities for all Staff

As a member of staff at Ascentis, you will be expected to:

26. Understand and be committed to the Ascentis Vision
27. Work hard and flexibly to achieve your targets and those of the Company and be positive at all times
28. Actively support a problem-solving culture within your team by seeking to remove any barriers that stand in the way of achieving our targets
29. Work flexibly to meet the needs of our customers
30. Implement strategies to achieve continuous improvement in your own performance

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Success Measures

- Achievement of agreed sales income targets allocated to the role, to ensure income growth both in the UK and internationally
- Ensure long-term product adoption and alignment with business goals, working closely with the Customer Service department to ensure retention rates are achieved

Status of this Job Description

The above job description is a guide to the work you may be required to undertake, but does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

Accountability, Key Contacts

Accountability

Head of School Partnerships and International Engagement, Commercial Director and Chief Executive Officer

Key Contacts

- Staff at all levels in Ascentis
- Recognised centres and potential customers
- Contractors

Key Attributes (E-Essential, D-Desirable, P-Potential):

1. Demonstrable sales experience (E)
2. Proven ability to drive sales, independently and as a member of a team (E)
3. Excellent verbal, written communication and presentation skills (E)
4. Ability to organise and prioritise workload (E)
5. Ability to achieve agreed targets and to work to deadlines (E)
6. Positive attitude to change, development and quality (E)
7. A positive, 'can do' attitude (E)
8. Competent in the application and operation of ICT (E)
9. Demonstrable commitment to a high standard of customer service (E)
10. Willingness to travel widely, work flexibly, including unsocial hours, and to stay over, as required (E)
11. Current, clean driving licence and vehicle owner (E)
12. To act as a role model, abiding by Ascentis principles and values (E)

Agreed:

Post Holder Date