Job title:	Business Development Manager
Department/Division	Commercial Team
Responsible to:	Head of Business Development.
Responsible for:	None
Salary:	TBC

Main purpose of job:

As a Business Development Manager at the Greater Birmingham Chambers of Commerce, you will play a pivotal role in driving growth and expanding our member base. Your primary responsibilities will include proactively generating and managing your own pipeline of leads, organising prospect meetings, and using a consultative sales approach to understand the needs of potential member companies. You will be responsible for acquiring new customers across our comprehensive range of Chamber commercial services, including membership, sponsorship, advertising, insight & intelligence services, as well as our international offerings such as export documentation and translations.

Key result areas:

The main duties and responsibilities of the role are:

Lead Generation and Pipeline Management:

- Actively identify and pursue new business opportunities
- Take ownership of self-generating leads and effectively manage a pipeline of leads.
- Utilise various channels, including networking, cold calling, and digital marketing efforts, to build your pipeline
- Regularly update and manage leads progress on CRM systems to track progress and ensure timely follow-up

Prospect Engagement and Relationship Building:

- Set up and conduct prospect meetings to comprehensively assess their requirements and recommending the most relevant memberships and services to them
- Cultivate strong relationships with prospects and key stakeholders through effective communication and rapport-building techniques
- Adopt a consultative approach, offering insights and guidance to address a prospect's business challenges and objectives

New Customer Acquisition:

- Drive the acquisition of new customers across the full spectrum of Chamber commercial services, in particular membership, but also sponsorship, advertising, insight & intelligence services, export documentation and translations.
- Develop and execute targeted sales strategies and campaigns to maximise conversion rates and achieve revenue targets

Other:

Health and Safety

To comply with the Health and Safety at Work etc. Act 1974 and to take responsibility for their own health and safety and that of other persons who may be affected by their own acts or omissions.

Equality and Diversity
To always carry out their responsibilities in line with Equal Opportunities Policy and Procedure.

Confidentiality
To maintain confidentiality of information relating to clients, staff, and other users of the services in accordance with the Data Protection Act 2018 and GDPR regulations including outside of the work environment. Any breach of confidentiality may render an individual liable for dismissal and/ or prosecution.

General
This job description is not intended to be exhaustive. You may be required to perform any other duties as the organisation may require. You undertake to work to the best of your ability and use your best endeavours to promote, develop and extend the employer's organisation and interests.

Conditions
All offers of employment are conditional on you demonstrating your eligibility to work in the UK. Offers are also conditional on receipt of a minimum of two satisfactory references, covering at least the last three years on employment, with any gaps in employment history being explained satisfactorily. Whether references are deemed satisfactory is at the discretion of the organisation.

Knowledge, skills & experience (person specification)		
Requirement	***Essential***	***Desirable***
Education	-	-
Knowledge & experience required	- Proven track record of success in sales or business development roles.	
Skills and aptitude required	- Confident delivering presentation and sales pitches. - Strong negotiation and problem-solving skills. - Excellent customer care and attention to detail. -	- Familiarity with CRM software and lead management systems is advantageous.
Personal qualities	- Exceptional communication and interpersonal skills. - Ability to work on own initiative while remaining part of a team. - Ability to self-generate leads as well as working closely with an in-house marketing and communications team.	

Please note that all applicants must have the right to work in the UK. A full UK driving licence is essential.

Declaration:

Completed by:

Manager name:			
Signature:		Date:	

Staff member name:			
Signature:		Date:	