

**Business Development Manager/Associate**  
**Maternity Cover (up to 12 months from April 2023)**

**Reporting to:** Managing Director

**Contract type:** Fixed-term (maternity cover) or potential associate fixed-term contract

**Salary:** From £25,000 pa (pro rata), depending upon experience

**Hours:** Flexible for upwards of 25 hours a week

**Location:** Home or office based (flexible), with willingness to travel to our office in Plymouth quarterly

**Pension:** Statutory allowance with rise to 8% employer's contribution on completion of probationary period (subject to employment terms)

**Annual leave:** 25 days exclusive of bank holidays (pro-rata) (subject to employment terms)

**Probationary period:** 3 months (subject to employment terms)

**Job Purpose**

Working closely with the Managing Director to ensure that business development, sales and renewals are successfully achieved in line with the Business Plan.

To act as a member of the Social Enterprise Mark CIC team and take on activities associated with that role as and when they arise.

**Key duties and responsibilities**

Business development, sales and renewals:

- Contribute to overall business planning, target setting and forecasting for sales income (new and repeat)
- Ensure that new customer and renewals targets are met to achieve profitable growth, including monitoring payments received
- Work proactively with the Managing Director to develop, manage and follow up on leads that come into the team or that are generated through other means, e.g. events
- Manage all initial sales enquiries

- Ensure a consistent sales process is applied that maximises all opportunities and closes deals
- Co-ordination of the application process, including effectively resolving queries and complaints
- Collaborate with the Assessment team to monitor the assessment process
- Manage the licence renewals process for all accreditations, working closely with the assessment team to ensure probity and consistency of approach
- Co-ordination of renewal tasks to ensure and implement an efficient renewal system
- Deliver excellent customer service and Mark Holder support through effective engagement techniques
- Ensure alignment with and amplification of key marketing messages through business development activities
- Represent the organisation effectively at events and networking opportunities and undertake speaking opportunities when they arise
- Build, develop and manage effective partnerships, including drafting contracts and optimising those relationships where possible including cross referrals and collaborations

#### Business operations and administration:

- Contribute, as required, to Board and staff team meetings
- Responsible for the issue of some key client communications, such as assessment certificates and approvals notification
- Manage the drafting of partnership and other proposals and contracts
- Contribute to the development of internal policy
- Assist with record keeping and administration within assessment and CRM systems

#### **Core Accountabilities**

- Act as an advocate for social enterprise
- Deliver high levels of customer service
- Produce regular sales updates for the team
- Apply and act in an ethical way that builds on the experience and culture of social enterprises

#### **Key Performance Indicators**

- Business Strategy sales targets achieved
- Retention target achieved
- Follow up on all new enquiries and applications within 2 working days
- Deadlines met on time

### **Essential skills, knowledge and attributes**

- Personal values and convictions that fit with the social enterprise movement and business model
- Ability to develop and convert leads to sales empathetically, preferably with experience in a similar sector, e.g. charity, education, healthcare, sustainability
- Demonstrable experience of and skills in business development and consultative sales in a commercial and service context
- Interest and curiosity in the organisation's development and growth
- Excellent customer service and people skills
- Effective written and verbal communication skills
- Attention to detail, particularly in developing and delivering processes
- Organisational and planning skills, including achieving goals and deadlines
- Flexibility and willingness to travel to events/clients where necessary, very occasionally
- Ability to self-manage and work as part of a small, cohesive team
- Good literacy, IT and numeracy skills

### **Desired skills and knowledge**

- Knowledge of business development in the social sector
- Experience in developing and growing partnerships