

# JOB DESCRIPTION



<p>Job Title: <b>Business Development Manager – Projects</b></p> <p>Reporting To: <b>Head of Business Development and Sales - Projects</b></p> <p>Responsible for: <b>N/A</b></p>	<p>Department: <b>Projects Department</b></p> <p>Date: <b>22nd July 2024</b></p> <p>Location: <b>North of England – Field Based</b></p>
<p><b>Job Summary:</b></p> <p>This position is a Regional Business Development role within our Projects department. The primary focus of this role is to find and win new business for our projects department in sectors such as (but not limited to) – Entertainment, Education, Events and Conference, Broadcast and Construction. As a Business Development Manager you are responsible for the effective delivery of your revenue and profit targets.</p> <p>You will be responsible for tactically &amp; strategically growing the company’s installations and projects business. You will identify new business opportunities and markets that match the skill set of the department. You will propose strategies for your own work, create effective plans to enable the achievement of agreed strategies and carry out the sales effort to successfully penetrate the prospects, customers and markets ultimately winning the business at appropriate margins.</p> <p>You will need to be an effective team worker and equally excellent at time management and effectively juggling competing priorities. You will be a key face of the business during the prospecting and sales cycle and in subsequent account management activities.</p> <p>You must represent our Company effectively whilst ensuring that customer needs are understood, expectations are managed well and agreed deadlines are met. This is a key role, ensuring we supply our customer base efficiently and effectively, securing repeat business while maximising profit.</p>	
<p><b>Key Responsibilities:</b></p> <p>To find, qualify, pursue and close profitable new business opportunities for the Company in accordance with the business targets and your allocated budget, in addition you will account manage and maximise sales to existing customers and prospects assigned by the Head of Business Development and Sales.</p>	
<p><b>Main Tasks:</b></p> <p>Your key tasks and responsibilities can be characterised as true “new” business development and additionally account management as further, but not exhaustively, set out below:</p> <ul style="list-style-type: none"><li>• <b>Be a high performing individual and team member</b></li><li>• <b>Be passionate about high quality and best value</b></li><li>• <b>Embrace and promote our Company Culture &amp; Core Values, personally, within your team, the department, and throughout all internal and external interactions</b></li><li>• Identify, qualify, develop and close new commercially viable business opportunities</li><li>• So far as is possible, and in agreement with your line manager, maintain a ratio of approximately 60% new client business to 40% reactive/account management work.</li><li>• Utilising business systems, subscriptions, your own initiative and agreed strategies - Identify, qualify and develop new commercially viable business opportunities</li><li>• Follow up on business opportunities and arrange meetings</li><li>• Plan, create and deliver presentations on the benefits of the business to new clients</li><li>• Carry out effective site surveys as required capturing client needs, objectives, site dimensions, relevant photos/videos etc in order to enable efficient proposal development in collaboration with assigned project managers and engineers</li><li>• Plan and schedule your work to ensure that your needs for support are clearly communicated to the Commercial and Engineering teams to enable team work in bid/quotation preparation stages.</li><li>• Identify and create accurate and compelling responses in relation to PQQ, ITT, RFC and Tender submissions for private and public formal procurement opportunities</li><li>• Plan, create and deliver effective estimates/quotations and related client facing documentation in response to request for budgetary and/or final proposals/quotations.</li></ul>	

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## Main Tasks cont'd...:

- Secure profitable repeat business with trading partners through excellent account management
- Plan, create and deliver effective estimates/quotations in conjunction with assigned Project Managers or Engineers as required
- Maintain relationships with existing customers and develop through additional people, departments and regions
- Secure profitable repeat business with trading partners through excellent account management
- Meet or exceed all agreed sales monetary volume and gross profit targets
- Promote Opus solutions in favour of bespoke solutions wherever and whenever suitable but being careful not to miss-sell the solution
- Promote other aspects of the Company's offerings e.g. Product Sales and Venue Services, as often as suitable opportunities permit
- Develop and maintain strategic business relationships
- Manage your customer & sales prospects portfolio effectively and in a timely fashion
- Be aware of the competition's effectiveness in the market place
- Contribute to, meet and exceed agreed sales and marketing objectives
- Work with the departments Commercial Team to create effective future sales strategies for the department
- Manage the profitability of all your assigned accounts
- Liaise with internal departments, including Sales, Operations, Accounts, Engineering and Purchasing as necessary for the effective and efficiency running and management of the business.
- Maintain your diary, expenses and timesheets in a timely fashion for planning and cost tracking purposes
- Maintain the Company CRM system in relation to all your prospects and assigned opportunities
- Carry out your work in accordance with Company Procedures
- Travel as required to meet the business objectives (this may include international travel)
- You will be expected to work hours in excess of the normal working day as required and in the interests of the business. (Additional remuneration will not normally be paid for these hours)
- Any other tasks as reasonably requested by your line management

Agreed by Job Holder:

Signed: .....

Print Name: .....

Date: .....