

Job Description: Business Development Manager

Job Title:	Business Development Manager
Department:	Sales & Marketing
Line Manager:	Kaeli Burbidge – Sales & Marketing Director
Job Objectives:	To provide comprehensive and flexible business and administrative support to Sales & Marketing Director and the Sales Department.
Overview:	<p><b>Overview:</b>            We are seeking a motivated and dynamic Business Development Manager to join our team. The ideal candidate will work closely with the Sales &amp; Marketing Director in a business where sales are complex, involve many stakeholders, and require input from multiple sources. The Business Development Manager will be instrumental in driving business growth by generating leads, developing new markets, and maintaining relationships with target businesses. This role requires proficiency in CRM systems, good commercial understanding, and excellent communication skills.</p> <p><b>Key Responsibilities:</b></p> <ul style="list-style-type: none"> <li>▪ Utilise CRM system (HubSpot), and other internal systems, to manage and track leads, opportunities, and customer interactions, including keeping all project/contact and client records up to date.</li> <li>▪ Research and identify new market opportunities and develop strategies to approach them effectively.</li> <li>▪ Support in the building and execution of sales &amp; marketing campaigns to drive new business.</li> <li>▪ Follow up promptly on leads generated through campaigns and maintain regular contact with defined ideal target businesses.</li> <li>▪ Create compelling presentations for proposals and sales decks using PowerPoint or Keynote.</li> <li>▪ Collaborate with external resources such as marketing agencies, third-party suppliers, and maintain strong relationships with them.</li> <li>▪ Continuously develop commercial understanding and stay updated on industry trends and best practices.</li> <li>▪ Support in the quoting of projects by coordinating with multiple suppliers, internal stakeholders, and operational support teams, including addressing product-specific requirements such as stock needs.</li> <li>▪ Provide insights and feedback to the Sales &amp; Marketing Director to optimise sales strategies and improve overall business performance.</li> </ul>

	<p>Requirements:</p> <ul style="list-style-type: none"> <li>▪ Proven experience in business development, sales, or a related role.</li> <li>▪ Proficiency in CRM systems, preferable HubSpot.</li> <li>▪ Strong analytical skills and ability to conduct market research effectively.</li> <li>▪ Excellent communication and presentation skills, with the ability to articulate complex ideas clearly and persuasively.</li> <li>▪ Experience in project coordination and managing complex tasks with multiple stakeholders.</li> <li>▪ Proficiency in PowerPoint or Keynote for creating presentations; knowledge of Canva is a plus.</li> <li>▪ Ability to work independently and collaboratively in a fast-paced environment.</li> <li>▪ Strong interpersonal skills and ability to build and maintain relationships with external partners and suppliers.</li> </ul>
<p>Health &amp; Safety:</p>	<ul style="list-style-type: none"> <li>▪ Develop and maintain an awareness of H&amp;S documents relating to your role including but not limited to Star Group Live Ltd H&amp;S Policy</li> <li>▪ To take reasonable care for the health and safety of yourself and other persons who may be affected by your acts or omissions at work</li> <li>▪ To undertake duties and responsibilities in full accordance with the organisation's H&amp;S policy and procedures</li> <li>▪ To co-operate with policies and procedures to enable the organisation to comply with its obligation under H&amp;S legislation.</li> <li>▪ To report immediately to your line manager any defects in equipment or the working environment and report areas of risk</li> </ul>
<p>General Responsibilities / Expectations:</p>	<ul style="list-style-type: none"> <li>▪ To work in accordance with the organisation's mission, vision, strategic plans, policies, and procedures</li> <li>▪ To behave in a manner that always reflects positively on the company</li> <li>▪ To promote equality of opportunity and anti-discriminatory practices</li> <li>▪ To assist in monitoring and maintaining quality standards across the company</li> <li>▪ To demonstrate an understanding and commitment to the principles of confidentiality</li> </ul>
<p>Training and Development:</p>	<ul style="list-style-type: none"> <li>▪ Participate fully in training and development in accordance with the company's training plan and mandatory requirements.</li> <li>▪ To attend and participate in any supervision sessions and annual appraisals</li> </ul>

Location:	<ul style="list-style-type: none"><li>▪ Based in Thurleigh, Bedford</li><li>▪ Expectation to attend meetings as required</li></ul>
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