

JOB DESCRIPTION - BUSINESS DEVELOPMENT MANAGER



Job Title	Business Development Manager
Place of Work	Deliciouslyorkshire (DY) Offices (RAC, Great Yorkshire Showground, Harrogate)
Hours of Work	40 per week - usually Monday to Friday but weekends and evenings are also a feature of this role
Salary and benefits	Competitive
Line Manager	Director
Job Purpose	To develop and deliver the organisation's business development strategy. Responsible for membership and commercial projects.
Responsibility for staff	None

CORE RESPONSIBILITIES

- Increase Deliciouslyorkshire's membership base
- Forecast sales targets and ensure these are met.
- Track and record activity on accounts and close deals to meet agreed targets.
- Be proactive and driven to identify, research, and recruit new members
- Sell products and services to members and non members.
- Establish and maintain strong client relationships through regular close contact account management which will include regular face-to-face meetings, telephone and email communication
- Work closely with colleagues to ensure all members receive exceptional service.
- Identify and develop new revenue streams for Deliciouslyorkshire which add value to our members.
- Develop new member services
- Contribute to the identification of, and the undertaking of, initiatives aimed at improving the efficiency and effectiveness of service delivery.
- Act as a DY Brand Ambassador.

THE BUSINESS DEVELOPMENT ROLE

- Develop and maintain a rolling quarterly business development plan, review this on a weekly basis and work to agreed KPIs
- Prospect for potential new members, to ensure a robust pipeline of opportunities, manage them through the pipeline(s) to result in increased membership.
- Identify new streams of revenue and develop products and services to support members
- Meet potential clients by growing, maintaining, and leveraging own network, setting up meetings between member decision makers and company leaders.
- Build relationships with new members to ensure strong engagement and feedback.

- Identifying and maximising business development opportunities for DeliciouslyYorkshire
- Research and present trends for food and drink industry locally, nationally and internationally and present to the board.
- Present to and consult with mid and senior level leadership on food industry and business trends with a view to developing new services and products.
- Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends.
- Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in membership.
- Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators.
- Communicate with other team members, chair and the board to ensure that information and messages are consistently getting through to and from members and customers.
- Be responsible for ensuring invoices for membership and any other activities are sent out promptly and paid by the due date chasing payment where necessary.
- Submit weekly progress reports.
- Ensure that data is accurately entered and managed within DeliciouslyYorkshire's CRM and other sales management system.
- Be responsible for own admin and answer phones etc – DY currently has two employees so this is a very hands on role, for a proactive person who is happy to take on all manner of tasks to get the job done well.
- Take on other duties as and when required and as and when specified from time to time.

WHO WE ARE LOOKING FOR?

- A commercially astute and sales driven individual, with a track record of delivering excellent quantifiable results.
- A resourceful, organised, team player.
- An excellent communicator with an ability to communicate effectively to a wide range of audiences
- An individual who develops trust with an engaging, collaborative and inclusive way of working
- A readiness to travel and work across Yorkshire in order to represent DeliciouslyYorkshire
- Flexibility of hours to suit the workload and working requirements of events (including some weekends)
- Knowledge and experience of the food and drink industry is desirable
- Experience of selling memberships is desirable
- Ability to travel independently throughout the Yorkshire region.

OTHER SKILLS AND QUALIFICATIONS

Networking, Persuasion, Prospecting, Public Speaking, Research, Writing, Closing Skills, Motivation for Sales, Prospecting Skills, Sales Planning, Identification of Customer Needs and Challenges, Territory Management, Market Knowledge, Meeting Sales Goals, Professionalism, CRM, SAGE.

TO APPLY

Please send your CV, with a covering letter explaining why this job appeals to you and include your current remuneration to:-

Recruitment
DY c/o YAS
Regional Agricultural Centre
Great Yorkshire Showground
Harrogate
HG2 8NZ

Or email recruitment@yas.co.uk

Closing date is **Friday 20th May 2016**