

## **JOB DESCRIPTION**

### **BUSINESS DEVELOPMENT MANAGER** **UK FIELDWORK SERVICES LTD ( UKFS )**

**Reports to:** Senior Management Team

**Job Statement:** The main focus of this role is to develop Field, Field & Tab and Value Research business for UKFS (In the UK and overseas), whilst having full responsibility to ensure that the proposed projects are practical and achievable for UKFS, agreeing quotations in conjunction with the costing team members, completing detailed proposals when required, closing contracts, and securing client relationships sufficient to ensure repeat business is generated.

#### **Key Responsibilities:**

##### **Business Development**

1. Inputting to the sales and marketing strategy along with the Senior Management Team.
2. Acquiring profitable business from new clients (A 'new client' being defined as a company which has had no business with UKFS during the preceding financial year).
3. Reviewing opportunities for new business from existing clients, such as new divisions or countries.
4. Working with the Project Team to ensure a smooth transition from 'new' to 'established' clients once fieldwork has been commissioned. Ensure the project objectives are workable & clearly understood by the project team.
5. Maintaining and increasing business with clients by working with the project team to ensure excellent research, client service and client support is provided.
6. Involvement in the development of new methodologies/research tools where appropriate in order to keep UKFS at the cutting edge in terms of what it can offer to clients.
7. Meeting clients & attending conferences in order to raise the profile of UKFS amongst existing/potential clients and ultimately to win more business by so doing.
8. Provide the Senior Management Team with updates and analysis of sales & marketing activity.
9. Manage the UKFS website, making changes to reflect the sales & marketing strategy and UKFS current news.

##### **Briefs and Proposals**

10. Line manage & assist the Costing Team as required with additional resource to undertake quotations during buy periods.
11. Maximise the number of appropriate briefs obtained from UKFS's core clients.
12. Submit proposals and costings in response to client briefs, which have maximum potential to win business.

## **Project Work**

13. Visit fieldwork to cover client visits
14. To be aware of company procedures as defined in the ISO Manual.

## **Training Responsibilities**

15. Assume a training role (particularly with regard to business development) for other members of the team and during inductions for new starters.
18. To promote, at all times, a pleasant working environment for all staff and workers at UKFS and the MMR Group.

## **Business Development Manager - Skills Outline**

In order to fully develop into the role, you must demonstrate competency in key behavioural and technical skills:

### **Behavioural**

*Communication* – Can tailor content and style of communications in the most demanding and ambiguous situations; can persuade without dominating at the highest levels.

*Resilience and Determination* – Is not de-motivated by the fact that business development can be hard work and can take a long time for the effort to turn into results. Is happy to ‘cold call’ and is not put off by short term rejection

*Flexibility* – Can tailor his/her approach to suit the needs of the client and their character.

*Self-Management* – Can motivate himself/herself; can work proactively without close supervision.

*Working with Others* – Fosters co-operation across the company, improving processes and policies to develop and promote a team spirit.

### **Technical**

*Sales and Marketing* – Works with the Senior Management Team to develop strategy and convert strategic objectives into an effective and actionable business plan which will ensure the growth of UKFS’s business. Has knowledge of and can utilize different ‘selling’ techniques, adapting these to different clients/potential clients as required. Has sufficient commercial knowledge and gravitas to win clients’/potential clients’ confidence. Uses industry/sector knowledge to exploit opportunities and build relationships.

*Networking skills* – Uses an effective method for tracking progress with clients; is proactive about networking and uses a variety of different methods effectively, particularly telephone/face to face contact. Is comfortable in networking situations and exploits opportunities to promote the business.

*Price/Profit focused* – Uses financial awareness skills to help him/her pitch at the right level for work to ensure that UKFS wins the business but also makes a sufficient profit margin. Knowing when it could be beneficial to run the project as a loss leader in order to win further projects in the future (senior management would need to approve this).

*Project Design* – writes proposals with minimum input from senior management where precedents do not exist.

*Client Focus* – Develops & co-ordinates client relationships to ensure continuity of client service.

*Innovation* – Encourages new thinking.