

Job title:	Business Development Manager
Job Level:	Manager
Department:	Strategic Growth
Location:	Field Based (on the road, working from home and head office)

Ben is the automotive industry charity dedicated to individuals who have worked in or work in the automotive industry and their family dependants. We are committed to provide health and wellbeing support for life to empower our automotive family to live their best life and be there for those who are struggling or in crisis.

My job empowers our automotive family to live their best life by ... creating partnerships in every part of the automotive industry to drive growth in corporate donations, event and campaign participation and fundraising. Often acting as the 'face of Ben' on the road, I contribute to the growth and sustainability of our charity, enabling individuals and families to access the support services they need to thrive

Team:	Partnerships
Responsible to:	Business Development Lead
Responsible for:	No direct reporting lines

Job Overview

- Responsible for growth (income, partnerships, promotion, participation and advocacy) in a designated geographic territory, or sector, within the UK automotive industry
- Identify and pursue growth opportunities spending 60-80% of your time 'on the road' visiting and pitching new prospects and existing partners, and attending networking and industry events
- Agree new income-generating partnerships ensuring Ben's employer proposition, fundraising events, products, and campaigns are consistently promoted to all employees
- Deliver targeted income growth by agreeing and facilitating corporate donations and fundraising to support our ambitious plans based on defined KPIs and targets
- Develop and maintain strong relationships with key stakeholders within automotive companies and other industry organisations
- Collaborate with internal teams to develop tailored solutions and proposals that meet the needs of potential partners
- Stay abreast of industry trends, market developments, and competitor activities to identify strategic opportunities and challenges

Key responsibilities

- Research, qualify, prospect and pitch potential business opportunities with mid and senior level contacts in SLT, HR, People and Health & Wellbeing and relevant functions
- Develop and execute strategic plans to achieve revenue goals and targets
- Build and maintain a balanced pipeline of prospective clients and partners through proactive networking and relationship-building activities
- Lead the development and presentation of proposals, pitches, and partnership agreements in line with Ben's strategic ambition
- Negotiate and agree ad-hoc and continuing corporate donations and fundraising in line with individual, team and organisation targets
- Monitor and evaluate the effectiveness of growth strategies and initiatives, using a 'test and learn' approach to ensure maximum success

- Provide regular reporting and updates to senior management on sales pipeline, progress, and outcomes

Qualifications required

- Our teams are made up of people who are committed to our ambitious goals – you do not need to be degree educated to secure a role, but you should be able to demonstrate a combination of experience and competence that meets the requirements of the role
- Previous experience in business development, sales, or account management role required
- Experience in the automotive industry or working with SMEs is advantageous

Experience required

- 3+ years of relevant experience in business development or sales
- Proven track record of successfully identifying, pursuing, and closing substantial new business opportunities
- Experience in managing client relationships and partnerships at a mid or senior level

This job is suitable for someone who...

- Is self-motivated and takes ownership of a geographic area or industry sector
- Has a natural ability to build rapport quickly and easily
- Contributes constructively and generously as part of a wider team
- Is a sales hunter who enjoys spending their time on the road
- Is passionate about driving growth and making a positive impact through strategic partnerships
- Thrives in a dynamic and fast-paced environment, with the ability to adapt to changing priorities
- Values building relationships and collaborating with diverse stakeholders
- Is motivated by achieving results and exceeding targets
- Understands the essential connection between income-generation and the impact we make within the automotive industry
- Has a strong entrepreneurial spirit and enjoys exploring new opportunities for innovation and growth

Our Values

- Passionate
- Respectful
- Inclusive
- Driven
- Empowered

Technical Knowledge (E = Essential, D = Desired)

- Proficiency in CRM software (Salesforce) and other sales tools for managing leads, contacts, and opportunities (E)
- Strong understanding of business development principles and practices (E)

Job Specific Competencies

- Driven, sales-focused approach
- Excellent communication and interpersonal skills, with the ability to build rapport and credibility with clients and partners at mid and senior levels
- Strong negotiation and persuasion abilities, with a focus on achieving win-win outcomes

- Strategic thinking and analytical skills, with the ability to identify opportunities and develop effective solutions
- Results-oriented mindset, with a track record of achieving and exceeding business development targets
- Ability to work independently and as part of a team, collaborating with colleagues within and across departments

How will I be targeted?

Our ambitious growth models are built on a number of KPIs and metrics designed to support delivery of substantial income growth over the next five-year period:

Financial KPIs

BDM		SALES MIX	EMPLOYERS	EMPLOYEES	REVENUE
Small (10-49 employees)		30%	5	89	£1,992
Medium (50-249 employees)		40%	7	685	£13,709
Large (250+ employees)		30%	5	5,268	£92,183
			REGISTERED USERS	6,042	£107,884

Conversion Rate KPIs

- Call to Appointment: 23%
- Appointment to Demo: 30%
- Demo to Close: 18%

Non-Financial KPIs

- Anticipated split 70% new business, 30% account management/stretch
- Average 3-4 days per week 'on the road' visiting new business prospects and existing partners (account management, stretch and conversion)
- Average 6 prospecting meetings each week
- Average 2 F2F demos each week
- Up to 4 team days per month at head office (location in the midlands TBC)