

Commercial Business Development Manager

Full Time 35 Hours – C.£55k
(Some evening/weekend working may be required)
25 days holiday plus bank holidays plus 3 days over Christmas

Department	National Contracts
Location	Home based with national travel
Reporting to	National Partnerships Director

The Role

Relate is a household name and the UK's best-known provider of specialist relationship counselling services. We've been helping families, individuals, couples and children since 1946 and have developed a passion for supporting people as they navigate the ups and downs of relationships at home, work and in the community. We are in a period of growth driven by increasing demand for our services. To power that growth, we need additional revenue streams from enterprises, EAP vendors, benevolent funds and philanthropic sources.

This is where you can make a difference to us. As our Commercial Business Development Manager, you'll be in a newly created hands-on role at the forefront of nurturing and closing new business opportunities. You'll be developing strategic partnerships, increasing revenue streams and contributing to our growth plans as a member of the Relate Senior Management Team.

Reporting to our National Partnerships Director, you'll find us enthusiastic, open, willing to help and above all passionate about the difference we make to people's lives every single day.

Key Responsibilities

- First and foremost, this is a sales role. So, we'll need you to demonstrate a track-record of meeting and exceeding revenue targets.
- You'll be able to demonstrate an ability to work autonomously without intensive supervision.
- You'll be able to demonstrate the ability to define and action a go-to-market plan.
- Naturally, we expect first-class demonstrable sales-skills including the ability to:

- a) Identify and evaluate new business opportunities including new markets, customers, partnerships, products, and services.
 - b) Develop a pipeline of qualified prospects.
 - c) Negotiate and close deals with a seven-figure value.
 - d) Build and maintain strong relationships with key clients and partners, ensuring their needs are met and exceeded.
 - e) Provide detailed reports on business development activities, including market analysis, sales forecasts, and revenue projections.
- Collaborate with the National Partnerships Director, Service Delivery Director, National Contracts Manager, Digital Services Manager, and other key colleagues to ensure the smooth implementation of new contracts.
 - Deputise for the National Partnerships Director at Executive Leadership meetings.
 - Represent Relate at a range of events to promote the brand and the service offer.
 - Contribute to annual budget and strategic planning cycles.
 - Stay abreast of industry changes and competitive landscape to adjust strategies accordingly.

Education and Training

- Experience and formal training in a recognised Sales Methodology e.g. MEDDPIC, SPIN, Sandler
- BA Hons (desirable)

Demonstrable Experience and Knowledge

- Substantial proven experience in business development, b2b sales, or a similar role, in the service and/or not for profit sector.
- Track record of securing seven-figure contracts.
- Strong understanding of sales principles and customer service practices.
- Proven experience of cultivating and sustaining strong partner relationships in a range of settings.
- Understanding of market drivers in the EAP/staff benefits sector.
- Strong track record of achieving or exceeding income targets.

Abilities and Skills

- Proven communication, negotiation, and interpersonal skills with the ability to adapt to the audience to achieve the optimum outcome.
- Ability to think strategically and analytically, with a problem-solving mindset.

- Strong business and financial acumen with the ability to develop comprehensive budgets and business plans.
- Entrepreneurial approach with the ability to see and capitalise on opportunities.
- Ability to work independently, with a self-motivated, results-driven approach.
- Able to travel as required with occasional overnight stays.

Personal Qualities

- Driven
- Professional
- Collaborative
- Client led/Person centred.
- Resilient

For more information on specific attributes we seek from our people, please refer to the Senior Manager section of Appendix A below.

Appendix A: Responsibility matrix

Role	Behaviours
Associate/Administrator	<p>Efficiency: Your job is to make it easy for the broader Relate team to do their jobs. You maintain systems for keeping tasks and clients from slipping through the cracks. You're able to juggle competing demands and prioritise without sacrificing quality. You get back to people in a timely manner and take pride in providing clear, helpful information.</p> <p>Continuous learning: There's always more to know out there, and you're hungry for it. You absorb information from your colleagues, your work, and from keeping up with your field. If something doesn't make sense, you ask questions until it does, and you apply what you learn in your work.</p> <p>Attention to detail: You aim to leave things better than you found them. As the owner of our databases, you notice and fix errors that others might overlook. When mistakes happen (which they will!), you address them quickly and look for ways to prevent similar errors.</p>
Manager	<p>As above, plus...</p> <p>Adaptability: You firmly believe that we can all do things we've never done before, and can stretch ourselves to achieve incredible results. You approach work with a spirit of "yes" and with a solution focused mindset and adapt as things change, which they often do.</p> <p>Supportive: You are always looking for ways to support the team around you. You recognise that your team's success is your success and strive to create an environment that gets the best out of them.</p>
Senior Manager	<p>As above, plus...</p>

	<p>Initiative and ingenuity: You leverage resources creatively to solve problems and dive right in to take a concept from idea to implementation. You often consult with others, but you can also propose solutions in the best interest of Relate and get things rolling without much guidance.</p> <p>Relationship-building: Part of your job is connecting with people from many different backgrounds. You find (and even create) opportunities to deepen connections and build authentic, mutual relationships with managers across departments to learn from one another. You truly welcome viewpoints that differ from your own, and you're able to "sit with" discomfort when people express themselves in ways that aren't familiar to you.</p>
Head of	<p>As above, plus...</p> <p>Ownership and resilience: You care deeply about getting results. You gather information, seek input, and drive work forward to the finish line. You think 3 (or 30) steps ahead to develop solutions, anticipate problems, and course-correct when needed. You hold a high bar even when things are hectic and bounce back from setbacks by turning each hurdle into a learning opportunity</p> <p>Coaching and modelling: You make it your mission to develop others. You delegate skilfully and take the time to offer useful and actionable feedback. Because you lead by example (with our values as your north star), you inspire and motivate others to take action and meet goals. You hold the team accountable in ways that grow the people and our impact, and you make sure people feel appreciated.</p> <p>Organisation-wide thinking: You want Relate to succeed, and strive to share your expertise and knowledge beyond your own team. You're perspective is valued, so you're often called upon to give feedback to your colleagues, input into</p>

strategies, and make presentations to key stakeholders like funders or the Board.



