

ROLE DESCRIPTION

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| Job title | Business Development Manager |
| Team/group | Business Development |
| Summary role description | To deliver the whole pipeline of sales for CILIP's membership schemes and associated products and services. Take responsibility from lead generation through to agreed buying decision. This can include conversion from other services as well as growth activity. |
| Reports to | Director, Business Development |
| Normal place of work | CILIP offices/hybrid |
| Salary | £40,033 |

We expect everyone to meet the core CILIP team values:

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| Contributes purposefully and is solution focused |
| Embraces change and is a creative problem-solver |
| Committed to diversity and inclusion |
| Committed to our shared purpose, and to delivering excellence for our members |
| Demonstrates an organised approach |
| Works well under own initiative and as part of a larger team |
| Flexible and willing to get involved in a range of activities |
| Proactive in monitoring performance and sharing knowledge |
| Curious and enthusiastic about new technology |

What is this role accountable for delivering?

- Supporting the Director of Business Development in developing a 'sales culture' and behaviours across every aspect of the organisation's work, including across the CILIP Community
- Developing, overseeing, delivering, and improving a 'sales pipeline' for all products and services across CILIP, working jointly with teams across the organisation and taking ownership of sales from lead generation to a buying decision, including cross-selling and cross-promotion
- Ensuring that CILIP is able to capture, manage, capitalise on and convert leads across current and potential future target audiences.
- Driving insight and intelligence back into the organisation to inform planning, prioritisation, and business development.
- Attending regular conferences and sales events around the UK.
- Working with colleagues to drive insight into effective sales and marketing strategies
- Working with the Advertising Sales and IP Jobs manager to ensure adequate cover for these functions during periods of absence.
- Effective reporting and monitoring
- Ensuring adequate cover for CILIP social media channels, creating content and supporting with campaigns

PERSON SPECIFICATION

| | Essential / Desirable |
|--|-----------------------|
| Work Experience | |
| Proven track-record in a sales-focused role | E |
| Experience of driving growth in a membership organisation | D |
| Experience of delivering a sales pipeline from lead generation to closing and onboarding | E |
| Experience of working to targets and business/performance objectives | E |
| Experience of supporting a successful cross-organisation sales mindset and culture | E |
| Experience of harnessing digital technologies to drive cross-platform sales | E |
| Skills/Abilities | |
| Ability to prioritise activities within challenging deadlines | E |
| Understanding/experience of the library, information or knowledge profession | D |
| Strong interpersonal and communications skills | E |
| Self-starting and comfortable working in a performance-oriented environment | E |
| Personal details | |
| Personal commitment to CILIP's objectives for Equality, Diversity and Inclusion | E |
| Other Circumstances | |
| The ability to work according to the CILIP Hybrid Working Policy | E |

What are the success measures/outcomes for this role?

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|---------------------------|--|
| Growth | Meeting Membership sales targets Meeting new targets set on selling services and products including sponsorship targets |
| Value for members | Connecting existing members to the variety of opportunities available to them. Resulting in individual member retention. |
| EDI | Helping meet our diversity/representation targets within the organisation that acts as drivers for individual memberships. |
| Performance & improvement | Will need to harness data and knowledge to drive sales. This role is very focused on growth KPIs. |

This role has no line-management responsibilities