

Job Description

Job Title **Business Development Manager**

Reports to **Sales & Marketing Director**

Direct reports **n/a**

Job summary

The Business Development Manager (BDM) is responsible for driving business growth by identifying new market opportunities, building strategic partnerships, and expanding the company's customer base. This role requires a blend of strategic planning, sales expertise, and relationship management to achieve revenue goals and enhance the company's market presence.

Key Responsibilities & duties:

- Research, track, maintain and update leads
- Make outgoing calls to develop new business
- Contact prospects to qualify leads
- Research and maintain lead generation database
- Conduct customer research
- Conduct client or market surveys to obtain information about potential leads
- Develop a strong knowledge of the company's products and services to facilitate the sales process
- Identify new business opportunities, markets, and customer segments.
- Build and maintain long-term relationships with clients, partners, and key stakeholders.
- Represent the company at industry events, conferences, and networking opportunities.
- Meet or exceed sales and business development targets.
- Prepare regular reports on sales performance, pipeline status, and market insights for management.

Skills / attributes required:

- Excellent English communication (verbal and written)
- Strong negotiation, communication, and presentation skills.
- Strategic thinking with the ability to identify and pursue growth opportunities.

- Excellent networking and relationship-building abilities.
- Experience with business presentations, networking events, sales calls.
- Experience with research and maintaining databases
- Proficient in MS Office including Word, Excel, and Outlook
- Experience in using CRM systems
- Strong project and time management skills
- Results-oriented and self-motivated.
- Ability to work independently and collaboratively across teams.
- Adaptability to a fast-paced, evolving market environment.
- 3 years minimum experience in a BD, sales or account management role.

Hours:

- Office based in Peterborough.
- Up to 3 days per week off site (generally London) for meetings / events (travel and sustenance paid by the company)
- 7:30-4:30 Monday – Friday