

# JOB DESCRIPTION:

## Business Development Manager

### JOB DESCRIPTION

<b>JOB TITLE:</b>	Business Development Manager
<b>REPORTING TO:</b>	Location Manager
<b>FUNDED BY:</b>	European Regional Development Fund
<b>SUPERVISORY RESPONSIBILITY:</b>	N/A

**KEY RELATIONSHIPS:**

**Internal:** Partnerships Director, Programme Director, Marketing Manager, Location Manager

**External:** Scaleups, Corporates, Industry Bodies

The above is a full time post available from January 2021 for 15 months. Exact hours and days to be confirmed.

Through our workspaces and business support programmes, Plus X helps ambitious entrepreneurs and companies to grow – which in turn makes the local areas we are based more vibrant and productive and creates new local jobs. Over the next few years, we will expand to do this at scale so that we can both create a bigger positive social impact and drive the commercial growth of Plus X.

To fulfill this mission, we are looking to attract people to join Plus X from a wide variety of backgrounds who can add their unique experience and perspective and help us deliver on our ambitious goals.

**MAIN PURPOSE OF THE JOB:**

To identify scale-up businesses, Corporates and business networks predominantly in the South East (Brighton, Sussex) who would benefit from either, the services of the BRITE programme, a Plus X Membership or the Plus X Corporate Innovation Services.

In partnership with the Location Manager, the Marketing Manager and the Partnerships Director, the role holder will develop target lists of suitable businesses, develop relationships with their key decision makers, promote Plus X memberships, programmes and services where appropriate and become a voice in the wider Brighton community.

Your role will also include helping to foster collaboration and connection within the space, membership management, and building an external network of future members and partners.

#### **MAIN DUTIES:**

Key responsibilities include:

- Develop a solid understanding of the Plus X offerings and how we could benefit target's businesses through our exceptional office space, programmes or innovation services
- Building and nurturing a target database of scale up and corporate businesses using an array of resources including but not limited to the Plus X CRM system, social media, traditional media and local and national business networks
- Investigating and identifying key decision makers in those targeted business
- Attending networking events both online and offline with local and national networks, representing the BRITE programme and services of Plus X
- Presenting the BRITE and Plus X story to potential sales leads either for space, programmes or corporate innovation services
- Attend regular meetings with the Location, Marketing and Programme teams to understand gaps where sales are required
- Provide feedback to partnerships and marketing teams with knowledge and insights from local community to improve our positioning and offering
- Monthly reporting of new business against OKR targets

#### **KEY RESULT AREAS:**

- Scaling businesses onboarded to the BRITE programme
- New businesses taking space in the Plus X Building
- Corporate Innovation Services introductions to the Partnerships team
- Growth in the sales database
- Referral of relationships to other parts of the business e.g. sponsors and partners

#### **WHAT WE ARE LOOKING FOR:**

- Proven experience closing sales leads
- High level business to business sales experience
- Ability to nurture long term relationships
- Gravitas to communicate at mid to c-suite level
- Creative and entrepreneurial approach to sales
- Organised approach to managing sales leads
- Exceptional communication and presentation in writing, in person, through online presentations

**PERSONAL & TEAM RESPONSIBILITIES:**

- Provide a good role model for staff and trainees and project a positive image to internal and external contacts and customers
- Demonstrate the Company's culture, values and behaviours
- Take responsibility for own self-development on a continuous basis.
- Carry out responsibilities with due regard to the Data Protection Act and current Data Protection policy
- Carry out responsibilities with due regard to the Company's Equal Opportunities Policy and Environmental Policy
- Work at all times within the code of the Health & Safety Act

*This job description is not comprehensive or exclusive and duties may be varied from time to time, but these will not change the general character or level of responsibility of the job.*

*This job description and your performance will be regularly reviewed.*