



European Union

European Regional
Development Fund

JOB DESCRIPTION

JOB TITLE: **BUSINESS DEVELOPMENT LEAD**

REPORTING TO: **PROGRAMMES MANAGER**

FUNDED BY: European Regional Development Fund

**SUPERVISORY
RESPONSIBILITY:** N/A

LOCATION: Brighton

HOURS: Standard office hours with occasional but expected event attendance, with the option to be flexible for the right candidate.

KEY RELATIONSHIPS:

Internal: Programmes Manager, Programme Administrator

External: SMEs

This full-time post is available from October 2021 until Dec 2022 and is a member of the Brighton Research and Innovation Technology Exchange (BRITE) project team.

ABOUT PLUS X:

Plus X enables and supports tomorrow's pioneers to meet the challenges of our time.

To have transformative ideas and make them happen; you need space, time, focus and the right people around you.

We give people the tools to collaborate, build, create, test, learn and make their ideas real. Because innovation only happens when we try something new, collaborate with someone unexpected and get a different perspective.

That's why we exist: To empower and enable bold thinkers turn an idea into something brilliant. To build local communities and help and help them grow. And champion the people using ideas for a better world.

ABOUT BRITE:

BRITE (Brighton Research Innovation Technology Exchange) has been designed by Plus X, in partnership with the University of Brighton, to support leaders of companies that have ambitions to grow and scale their business through innovation and collaboration and is receiving up to £5m of funding from the England European Regional Development Fund.

You can find out more at www.BRITEinnovation.co.uk

MAIN PURPOSE OF THE JOB:

To support the Programmes Manager in managing the lead generation pipeline which includes helping to drive relevant and validated applications as well as helping SMEs to identify the most appropriate BRITE support programme for their needs.

MAIN DUTIES:

Key responsibilities include:

- Supporting the Programme Manager on the business development strategy for BRITE to create a steady pipeline of applications each month
- Verifies leads to make sure they are eligible and suitable for the programme
- Runs regular BRITE discovery 1-1s with SMEs who want to find out more about the BRITE programmes and support
- Conducts building tours alongside the Plus X Brighton Front of House team
- Utilises local ecosystem platforms to share programme open calls with a wider network of businesses across the region
- Manages the BRITE leads pipeline in the local CRM system
- Responsible for contacting and liaising with BRITE leads as first point of contact
- Attends internal BRITE marketing events and programme tasters
- Attending networking events, sometimes out of working hours
- To undertake other duties appropriate to the grade of the post

KEY RESULT AREAS:

- Number of leads generated
- Number of eligible applications received
- Number of participants on each programme

OUR IDEAL CANDIDATE:

- Comfortable approaching business leaders and CEOs to discuss their innovation challenges
- Has a drive to succeed and overachieve on targets
- Comfortable working in a matrix style organisation
- Ability to work with and engage various levels of stakeholders
- Ability to think creatively and use initiative to get the job done

- Ability to be flexible and reprioritise in a fast-paced environment
- Excellent communication and customer service skills
- Experience using Microsoft 365 (including Teams / SharePoint)
- Experience using a CRM system to manage and progress leads
- A passion for innovation and supporting start ups
- Experience working with start-ups and SMEs not essential but would be beneficial to the role

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.