

Job Description

Job Title:	Business Development Manager
Location:	St Albans, Hertfordshire, AL1 4LW
Salary:	£28,260 - £32,970
Division:	Commercial
Department:	Commercial
Responsible to:	Chief Commercial Officer
Term:	Full Time – 35 hours P/W

Job Purpose

To develop and actively manage relationships which help to financially support CAMRA's activities.

Key Responsibilities

- Develop short and long-term sales/partnership strategies to recruit and retain sponsors or partners to drive income.
 - Develop a pipeline of new opportunities working with the organisation.
- Work cross functionally with other departments, collaborating to generate new lead sources and new inventory to monetise.
- Establish partnerships with like-minded companies creating pathways to supporting CAMRA activities.
 - Research and build relationships with new clients and provide support to continually improve relationships, taking into account their needs, concerns, and objectives.
 - Take a lead on pitching opportunities to prospective / current clients based on comprehensive research into their needs and wants.
 - Lead on contract negotiations ensuring there is a win:win agreement.
- Take a lead on event sales activities with a view to sell brewery bars and other sponsorship opportunities.
- Act as an account manager and maintain a strong working relationship with current clients and ensure satisfaction and positivity about the relationship.
 - Oversee the fulfilment of our sponsorship / partnership obligations to ensure CAMRA delivers their end of the negotiation.
- Seek out and take advantage of networking opportunities.
- Provide regular reporting and communication of development status.

NB: This is a cross-departmental role, and in most cases the delivery of the service will managed by a different team.

Person Specification

Essential Criteria

- Confident manner and the ability to build strong relationships at all levels.
- Ability to develop overarching partnership opportunities.
- Sales strategy planning experience.



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- Track record in hitting revenue targets.
- Event sales & sponsorship fulfilment experience.
- Excellent communication skills, both oral and written at all levels.
- An ability to understand clients' needs and reflect it in proposals.
- Creative and able to see ideas through to completion.
- Flexibility to work outside of office hours.
- Ability to function effectively in collaboration with others.
- Capable of delivering on a varied degree of tasks and responsibility and of managing own workload efficiently.

Desirable criteria

Knowledge of event management.

Ability to develop contracts.

