

Business Development Manager

Job Level	3	Kornferry Function	
Directorate	Finance and Social Enterprise	Function/Service	Red Cross Training – Key and Select Accounts – Sales – Business Development
Direct Reports	0	Indirect Reports	0

The Leadership and Management of our people is critical to us as an organisation. The responsibilities and expectations of Leaders and Managers at this level can be found in [Our Leadership Framework](#)

Our Leadership Framework defines the leadership standards we want to see at the British Red Cross. It shows what great leadership looks like. Our goal is to create a great workplace and deliver excellent services to our users. [Our Leadership Framework](#), along with [Our Values & behaviours](#) and Fundamental Principles, helps everyone understand how the leadership capabilities relate to their role and context.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness. You can read more about [Equity, Diversity & Inclusion \(EDI\)](#) here.

Purpose	Reporting to the Client Relationship Manager the focus of this role is to increase the revenue generated from existing and new accounts, via regular client contact and understanding of the client needs for Red Cross Training - RCT's products and services. The BDM will manage the customer journey from prospect and opportunity development through to implementation and ongoing account growth, ensuring an excellent customer experience throughout. The role requires identification of both short and longer-term business opportunities. The BDM will be able to work in conjunction with colleagues and other Red Cross Training departments.		
Budgetary responsibility/ accountability	c. £1m	Accountability for other resources	
Key Responsibilities	<u>Business Development</u> 1. Manage and develop existing partnerships and relationships with our customers to achieve revenue growth targets. 2. To work with the Client Relationship Manager to develop a tailored service package where appropriate. 3. To increase the services that the customers use RCT to provide. Identify opportunities to cross-sell and upsell Red Cross Training products and services to increase customer value and account revenue. 4. Conduct regular customer meetings, presentations and proposal discussions to identify opportunities and support growth targets. 5. Successful re-negotiation of current client contracts whilst seeking to identify growth opportunities. 6. To maintain an up-to-date pipeline of profitable opportunities within existing managed organisations to meet agreed targets. 7. Support the acquisition, retention and growth of customer accounts by identifying and progressing commercial opportunities, whether generated internally, externally or through direct business development activity.		

	<u>Administration and Reporting</u> 1. Use contact reports, spreadsheets, Power BI, and other tools to analyse performance, spot opportunities and inform sales strategy. 2. Use HubSpot CRM to manage communications, track activity and maintain an accurate pipeline. 3. Work with internal teams to build effective customer solutions. 4. Report monthly on performance, insights and forecasts. <i>The responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.</i>
Knowledge & Skills *Mark Essential with a *	• Excellent communication and relationship-building skills, with the ability to engage stakeholders at all levels of an organisation. * • Thorough knowledge of the sales process from initial proposals through to final negotiations. * • Organised & Efficient: Proven organisational skills, time-management, and account management. Effective at managing time, setting priorities, and staying on top of a busy, dynamic workload. * • Presenting and negotiation skills, with a keen understanding of balancing profitability and customer satisfaction. * • Strong commercial awareness, attention to detail and the ability to identify and convert business opportunities. * • Resilience: A proactive and resilient approach to managing challenges and overcoming obstacles. * • Strong analytical, consultative selling and problem-solving skills, with the ability to develop solutions that drive account growth. * • IT literate, including MS Office, Excel, PowerBI and user knowledge of a CRM database. * • Experience using a CRM system (preferably HubSpot) to manage opportunities, customer records and sales pipelines.
Experience *Mark Essential with a *	• Minimum 3 years' experience in a Business Development Manager, Account Manager or similar consultative sales role, with responsibility for developing customer relationships and delivering account(s) revenue growth. * • Proven experience managing and developing customer relationships through both face-to-face and virtual engagement. * • Proven track record of generating income from sales in a competitive price driven environment. * • Experience preparing commercial proposals, quotations, contracts and service level agreements. * • Experience selling training, professional services, subscription services or other business-to-business solutions. *
Additional requirements	• To uphold the Fundamental Principles of the Red Cross and Red Crescent Movement and to work within the Society's Equal Opportunities and Health and Safety Policies. • To work as part of the Red Cross Training team, undertaking any other relevant duties within the overall scope of this post as may be required by the Red Cross Training Management Team and in particular work to support the growth strategy. • Contribute to the maintenance of the ISO 9001 and Investors in People standards. • Customer interaction will be conducted by face-to-face meetings (travel and overnight stays may be required), MS Teams, email, and phone contact.

Pre Engagement Checks Highlight bold as required	
DBS- England & Wales	Adult/ Child/ Adult & Child Workforce/ None
PVG- Scotland	Adult/ Child/ Adult & Child/ None
Access NI- Northern Ireland	Vulnerable Adult/ Child/ Vulnerable Adult & Child/ None
Driver Check	Yes
<u>International Roles Only</u>	
International Police Check	Yes/No
International Driving Licence for manual cars	Yes/No

Role Reference		Review Date	
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We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.