

Job description

Business Development Executive

Reports to:	Head of Sales
Based at:	Coeliac UK Head Office, High Wycombe
Salary grade table:	Commercial (CO4), £28.5k-£30k based on experience
Hours:	35 hours per week. Hours to be agreed with your line manager
Holiday:	36 days holiday a year including bank holidays
Line management:	No direct reports
The role:	Coeliac UK is a charity with a mission to improve the lives of people who need to live without gluten. This role operates within the Commercial team to generate income from businesses and commercial partners to support the charity's work. Income is generated through the sales of advertising and sponsorship, and through the sales of the Coeliac UK food safety scheme (using the Crossed Grain trademark) and the catering accreditation (GF) and catering training course. The role will have an office base in High Wycombe, Cardiff or Edinburgh and frequent travel around the UK is expected.

Key responsibilities

- Working alongside colleagues to manage existing accounts, developing relationships via telephone, email and face-to-face meetings;
- Researching and seeking out new potential contacts using relevant sources, contacts and business events;
- Attending external meetings and presenting to new and existing accounts;
- Promoting and selling the Crossed Grain trademark licensing scheme, developing a good basic technical knowledge as necessary;
- Promoting advertising and sponsorship sales to new partners and existing accounts;
- Promoting the Gluten Free accreditation scheme and the catering training opportunities where appropriate, developing relevant technical knowledge as necessary;
- Monitoring and reporting on commercial activity with all existing and potential partners against monthly/quarterly budgets and other targets;
- Maintaining long-lasting relationships with existing commercial partners and developing relationships with new ones;
- Contributing to the development of new opportunities that could be of interest to commercial partners;
- Supporting the delivery and administration of opportunities necessary to fulfil the requirements of commercial partners;
- Development of other commercial relationships as appropriate for the role and for the benefit of the charity's mission.

Knowledge, skills and experience

- Experienced in account management and business development
- Demonstrable ability to build relationships
- Drive for results with a strong sales background
- Analytical and numerate with necessary skills to produce, monitor and interpret financial information and reports

- Ideally educated to graduate level
- Knowledge of the catering trade or food business is highly desirable
- Proven selling advertising in Digital environments and print
- A positive, personable and confident communicator
- Excellent IT skills including experience of using CRM systems
- Ability to manage workload on own initiative within a team environment
- Attentive to detail
- Flexible approach
- Excellent written and verbal communication skills

Competencies

1: General profile
Fully competent in own product area
Develops client interface and co-ordinates annual plan
May coordinate activities of a team
Likely to be involved in marketing strategies
2: Technical expertise; building & maintaining
Demonstrates depth/breadth of knowledge/skills and technique
2: Technical expertise; applying & anticipating
Applies knowledge/skills through handling complex problems and/or co-ordinating work which may extend beyond own area of expertise; shares expertise with colleagues and other work groups
3: Client/organisation orientation; client response
Anticipates client needs, investigates underlying causes and identifies short and longer term solutions
3: Client/organisation orientation; organisation understanding
Interprets internal/external organisation issues; makes changes to own and other's work to meet these
3: Client/organisation orientation client response; costs
Manages costs for own projects
4: Creating & delivering solutions; problem solving
Anticipates patterns and links; looks beyond the immediate problem to the wider implications; takes a new perspective on existing solutions to complex problems
4: Creating & delivering solutions; planning & organising
Manages own time and that of others; develops annual plan for own area in line with strategy developed elsewhere; including forecasting/organising for resource requirements
5: Working relationship; communicating, negotiating & influencing
Explains/presents highly complex ideas; anticipates potential objections and prepares case accordingly
5: Working relationship; teamwork, coaching & guiding
Acts as a facilitator and mentor; moves the team forward; may be an informal team leader
5: Working relationship; networking
Creates networks internally and externally within and outside own area

This job description is not intended to be an exhaustive list of duties to be performed by the employee. This job description may be altered to reflect the needs of the charity.