

Role Description

Role:	Business director
Business function:	Commercial – Business
Reporting to:	Commercial director
Managing:	TBD
Prepared on:	16 January 2017

1. Purpose and Scope

The purpose of this Role Description is to describe the **Business director** role.

To source, target and win new business for Fresh Egg. To build solid relationships with senior level business prospects, in order to promote and sell the company's services, consulting with clients in order to create tailored, relevant projects and retainers to suit their bespoke needs. To identify and qualify opportunities, negotiate and close deals and achieve financial targets. To maintain extensive knowledge of industry trends and key vertical market developments.

To be a 'right hand' support for the function head.

This role description is not inflexible but is an outline and account of the main duties and capabilities. The role holder should however carry out any other reasonable duties commensurate with the role, as the needs of the company require.

2. Role Responsibilities

2.1 Director responsibilities

- To have a supervisory responsibility over work produced by the team
- To support the Functional Head in the creation and implementation of the strategy
- To have a thorough understanding of the services across Fresh Egg and how they integrate
- To demonstrate a high level of interpersonal skills and gravitas
- To support the team members in achieving their performance objectives through specific strategies and tactics to achieve and report on value
- To ensure that HR are involved with key issues, contractual changes, performance and development

2.2 Business development targets

- To actively and professionally manage the entire cycle from lead generation and management, meetings, preparing proposals, RFPs and presentations, negotiating, closing and onboarding new clients to Client Services
- To understand the features and benefits of all Fresh Egg's services in order to promote these to customers
- To achieve all targets as set by your line manager
- To build pipeline and strategy in line with the company's wider goals and financial targets
- To build, manage and maintain your pipeline and to ensure that all activity is accurately documented and kept up-to-date in the Synergist CRM system
- To ensure that all opportunities are fully captured, explored and qualified
- To ensure all customers have agreed and signed a Project Agreement prior to any work starting and that all signed paperwork is attached to the relevant opportunity in Synergist before that opportunity is marked as won and invoiced
- To provide Finance prompt and accurate information on all new clients

2.3 Client focus and communication

- To take a consultative approach, thoroughly researching and understanding each prospect's core business, their marketing goals, objectives, ROI and overall requirements, in order to provide the right bespoke services
- To provide timely response and exceptional levels of service to all enquiries
- To create polished proposals, presentations, contracts and other documentation, using Company templates and in line with relevant Company procedures
- To respond to tenders, Requests For Proposals (RFPs) and other formal requests for information in a timely and organised manner
- To ensure all communication both written and verbal is delivered to a high standard and adheres to the Fresh Egg brand

2.4 Best practice and organisation

- To keep fully up-to-date with industry developments
- To identify, evaluate and share resources, tactics and techniques, freely sharing knowledge, insight, best practice and ideas across the agency
- To work closely with other core business functions to ensure they are kept up-to-speed with all relevant details to ensure a high quality and professional handover from business development
- To represent Fresh Egg at industry events when required and to represent the Company in a professional and knowledgeable manner

Key behaviours should be aligned to core values at all times.