**THE WESSEX RESERVE FORCES’ AND CADETS’ ASSOCIATION**

**JOB DESCRIPTION**

**BUSINESS DEVELOPMENT MANAGER**

**Job Title**: Business Development Manager

**Grade**: Higher Executive Officer (HEO)

**Department**: Estates/Alternative Venues (AV)

**Line Manager**: Head of Estates WxRFCA

**Counter Signing Officer**: Chief Executive WxRFCA

**GENERAL**

1. The Business Development Manager is responsible to the Wessex Reserve Forces’ and Cadets Association (WxRFCA) Head of Estates and will have reporting responsibility for income generation from Alternative Venues (AV).
2. Whilst this is not a Crown Servant post the Business Development Manager is employed by Wx RFCA in the grade and Terms and Conditions of employment of a HEO Crown Servant. This is a full time appointment working 37 hours per week. The post may require work outside core working hours and the occasional weekend/public holiday as directed/agreed by the Line Manager. Time off in Lieu (TOIL) will be available. The normal hours of work are:

* Mon – Thurs: 08.30 – 16.30
* Fri: 08.30 – 16.00.

1. The job is based in Taunton (TA1 3QE) and successful applicants will be required to live within commuting distance.
2. The Business Development Manager will be required to travel UK wide, occasional air and train travel can be expected. Must have a valid driving licence in order to self-drive. A pool car is available for the post holder to use for business travel.

**OVERALL PURPOSE OF THE JOB**

1. The Alternative Venues initiative offers training facilities, meeting spaces and community project areas for hire on the MOD’s Reserve and Cadets estate in the South West. The income generated from hiring activity is used to create better work and training facilities for Reserves and Cadets across the region.
2. The main purpose of the Business Development Manager role is the regional strategic and operational delivery of the Alternative Venue initiative. Essential to these outputs are strong relationships and collaborative working with key stakeholders and partner organisations, through account management principles.

**PRINCIPLE TASKS AND RESPONSIBILITY**

1. The details below are not exhaustive but provide the outline of the duties performed by the Business Development Manager:

**Business Planning**

* Identify and develop new business areas at regional centres.
* Clearly identify long and short term markets, formulating and implementing a plan.
* In conjunction with HoE write a detailed business plan for 3 years and add annually.
* Identify business potential and future growth and maintain data identifying projected and against actual performance.
* Produce update reports to line manager/management board when required.
* Produce and issue, contracts, memorandums of understanding and licences to occupy for each hire. This to also have detailed administration instruction on exactly how the hire is to be conducted.

**Sales and Marketing.**

* Maintain, update and review the AV website. Ensuring that it is fully operational and hosting is current and effective.
* Plan and implement Social Media marketing.
* Identify potential exhibitions at which to exhibit, managing costs and measuring the effectiveness of each.
* Set and monitor the sales and marketing budget, which is to be clearly shown in the business plan.

**Networking.**

* Develop and maintain good working relationships with all points of contact at all AV locations and the customers
* Develop and maintain good working relationships with Council of RFCAs and similar positions in all other RFCAs.
* Develop networks with potential customers in all market sectors.

**Financial Management.**

* Have a good and detailed understanding of business accounting and apply this when negotiating hire contracts but in particular spend to generate, especially if the tenant is contributing capital investment for refurbishment.
* Set, maintain, update and monitor the price list for hires in line with national guidance.
* Negotiate and set all hire charges for all rentals.
* Conduct a monthly review of the monies outstanding and take necessary credit control action to get those debts paid.
* Maintain a month by month accumulating balance of rebates earned by major location / Unit. Ensure that rebates are paid annually.
* Identify possible locations where additional income could be generate as a result of better investment in that location.
* Manage each key account in detail and know the financial position of that account at any time.
* Ensure that Finance department is regularly briefed on AV activities and accounting processes and timelines are adhered to.

**Personnel Management.**

* Maintain close working relationships with all Wx RFCA departments.
* Be the lead on Health and Safety in all matters AV.
* Ensure statutory compliance with MOD obligations and any liabilities that are identified.
* Be prepared to become a Line manger as the department grows.

**SECURITY CLEARANCE**

1. The Business Development Manager will be required to undergo Security Clearance (SC) and undertake an Enhanced Disclosure and Barring Service (DBS) check.

**HEALTH & SAFETY**

1. Understand the requirements of the Health and Safety at Work etc. Act 1974, the Management of Health and Safety at Work Regulations 1999, and all other relevant Regulations and Codes of Practice

**DATA PROTECTION**

1. The Business Development Manager will comply to all current GDPR legislation with guidance from the post:

**PERFORMANCE AND DEVELOPMENT REPORTS (PDR)**

1. The Business Development Manager will have their performance reviewed twice a year by their Line Manager who will be the reporting officer for their annual Performance Development Reports (PDRs).

**TRAINING**

1. The Business Development Manager will undertake and complete compulsory training courses within three months of commencing work.

**PERSONAL ATTRIBUTES**

1. Must be sales focused while offering an excellent customer experience.
2. Excellent communication skills; written, verbal and listening are all key to the role.
3. Diary Management and organisation is an important part of the role as no day is ever the same.
4. Key stakeholder relationship management is key. The Business Development Manager must manage relationships with various stakeholders; military personnel, commercial and community.