**Role Description – Business Development Coordinator**

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| Role title | Business Development Coordinator | | Grade | 2 | Department | Commercial |
| Reports to *(1)* | Head of Commercial | | | | Direct reports | None |
| Key relationships / interfaces *(1)* | **Internal**: | All internal departments at all levels | | | | |
| **External**: | Corporate partners and affiliates, members and volunteers | | | | |
| Role purpose *(2)* | To support the commercial team to attract and win business in terms of individual members, corporate partners and affiliates and qualification takers via the network of accredited providers. | | | | | |
| Breadth of responsibility *(3)* | This role would support the international team and the partnership development team. | | | | | |
| Dimensions and limits of authority *(4)* | This role is primarily office based although there may be some requirements to represent the team at external events. The role forms part of the commercial team with any budget approvals required from the Head of Commercial. | | | | | |

| **Key responsibilities / accountabilities** *(5)* | **Key performance measures** *(6)* |
| --- | --- |
| Support the partnership and international development team, through the co-ordination of forums and events, dispatch of marketing materials and event logistics | Delivery of corporate partner events |
| Be the first point of contact for accreditation applications from training providers and manage the end to end application process | Turnaround time for AP applications |
| Coordinate business sector development activity, including planning for events, articles, on-line sector communities and communication | Delivery of sector development strategy |
| Conduct analysis on new sectors, customers and other business opportunities | Identification and qualification of prospects |
| Be the point of contact for requests such as mail merges and communications to partners/affiliates |  |
| Liaise with Marketing and External Affairs teams to ensure all sales support materials are kept up to date. This includes sales slide deck, prezi, banners, research reports and other materials | Relevant and up to date sales support materials |

**Person Specification – Business Development Coordinator**

| **Attribute** | **Description** | **Essential / desirable** |
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| **Qualifications** *(7)* | First degree in business or related subject or equivalent  Current driving license | Desirable |
| **Experience** *(8)* | Officer-level experience in a customer-facing role in a sales environment | Desirable |
| Experience in education, training or a professional body  Previous CRM management experience  A proven track record in making outbound sales calls | Desirable  Desirable  Desirable |
| **Knowledge** | Knowledge of the business environment that APM operates in. | Desirable |
| Knowledge of sales and marketing and relationship management techniques in a B2B environment | Essential |
| **Skills** | Excellent IT skills in Microsoft Office, especially Outlook, Powerpoint, Excel, Word  User level capability in web-based communications and database operations  Strong analytical and numeracy skills  Excellent communication skills in all media | Essential |
| **Behaviour / competency** *(9)* | Able to plan and organize own workload effectively with a minimum of supervision  Good team worker, able to collaborate with a diverse range of colleagues and other stakeholders  Innovative problem solver, able to take ownership within limits of authority  Must be able to build good client relationships | Essential |