**Role Description – Sector Development Manager**

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| Role title | Sector Development Manager | Grade | 3 | Department | Membership |
| Reports to *(1)* | Head of Business Development | Reports | N/A |
| Key relationships / interfaces *(1)* | **Internal**:  | Head of business development, head of membership, leadership team, membership team, other headquarters teams and staff members, CEO and APM Board. |
| **External**: | Corporate partners and prospects, members, other professional bodies and trade associations, volunteers, branches, accredited training providers. |
| Role purpose *(2)* | To develop the value proposition for target sectors which are non-core to APM to deliver growth.  |
| Breadth of responsibility *(3)* | To lead structured business development activity to penetrate new sectors, based on data, analysis and strategic planning. |
| Dimensions and limits of authority *(4)* | Budgets as defined by the business plan. Any significant change to current offering to gain approval of Head of Membership. |

| **Key responsibilities / accountabilities** *(5)* | **Key performance measures** *(6)* |
| --- | --- |
|  |
| * Carry out primary and secondary research to develop engagement and growth strategies for target sectors
 | * Sector development plans documented and communicated
* Growth in members and corporates in target sectors
 |
| * Build collaborative relationships with relevant trade bodies and stakeholders to build up sector knowledge and resources
 | * Sector development plans documented and communicated
 |
| * Set targets and produce monthly reporting to track progress
 | * Establish common definitions and understanding across APM of sectors in line with standard industry codes (SIC)
* Establish current base-line of sector penetration
* Ensure systems and processes are set up to capture required data
* Monthly reporting in place
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| * Work collaboratively internally with marketing, external affairs, knowledge and other departments to develop the value proposition and collateral for target sectors
 | * Regular meetings in place
* Sector specific content such as case studies developed
 |
| * Plan and deliver sector event program, reaching new audiences
 | * Non-members converted
* Growth in members by sector
 |
| * Take end to end ownership of the SME project support initiative
 | * Number of SMEs supported
* Number of SMEs supported and becoming prospects
 |
| * Represent APM as required at events, meetings. conferences establishing a positive external profile for APM
 | * Highly respected both internally and externally as a representative of APM.
* Confident to deliver presentations in a variety of situations to further understanding and take up of APM offering.
* Comfortable to network and build relationships with members and stakeholders.
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| * Generate and manage a pipeline of corporate prospects by sector
 | * Pipeline of corporate prospects by sector
* Conversion rate of prospects by sector
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**Person Specification – Sector Development Manager**

| **Attribute** | **Description** | **Essential / desirable** |
| --- | --- | --- |
| **Qualifications** *(7)* | * Educated to degree level
* Recognised post graduate Management qualification/degree
 | * Essential
* Desirable
 |
| **Experience** | * Experience of working in a customer facing commercial role
* Experience of working in membership and / or a professional body
* Sales and business development experience
* Evidence of successfully entering new markets or sectors
* Experience of delivering growth within a Chartered Body and/or not for profit sector
 | * Essential
* Desirable
* Essential
* Essential
* Essential
* Desirable
 |
| **Knowledge** | * Sound business, financial and pricing acumen
* Building successful sales propositions across a range of customers
* Understanding of the role of Project Management and its importance in organisations
 | * Essential
* Essential
* Essential
* Desirable
 |
| **Skills** | * Outstanding written and oral communication skills
* Experience of communicating effectively with broad range of internal and external stakeholders
* Critical thinking / ability to manipulate, interpret and utilise data
* Presentation skills
* Planning and long-term thinking
 | * Essential
* Essential
* Essential
* Essential
* Essential
 |
| **Behaviour / competency** *(9)* | * Adaptability
* Analytical thinking
* Communication skills
* Creativity and innovation
* Customer focus
* Decisiveness
* Influence and persuasion
* Initiative and proactivity
* Resilience
* Results oriented
 | * Essential
* Essential
* Essential
* Essential
* Essential
* Essential
* Essential
* Essential
* Essential
* Essential
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