**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)* |
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| * 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 |
| * 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. |
| * Generate and manage a pipeline of corporate prospects by sector | * Pipeline of corporate prospects by sector * Conversion rate of prospects by sector |

**Person Specification – Sector Development Manager**

| **Attribute** | **Description** | **Essential / desirable** |
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| **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 |