



## **Job Description**

<b>Title:</b>	<b>Business Development Associate</b>
<b>Reporting to:</b>	<b>Commercial Director</b>
<b>Terms:</b>	<b>2 year (Fixed Term Contract) with potential to extend</b>
<b>Hours/Pay:</b>	<b>37 hours per week including weekends/2C</b>
<b>Salary:</b>	<b>£24,000.00</b>

### **Areas of responsibility:**

To coordinate and develop new business opportunities across Birmingham Museums Trust with a preliminary focus on developing and growing income from the Group Travel market. The post holder will work across Birmingham Museums Trust but will be based at Birmingham Museum & Art Gallery to begin with.

### **Accountabilities:**

1. Identifying new business opportunities
2. Generating sales leads
3. Pitching products and services
4. Developing excellent relationships with customers
5. Achievement of targets including sales, margins and net profit.

### **Responsibilities**

1. Use existing benchmarking and research data to develop, roll out and evaluate new Group Travel packages across Birmingham Museums
2. Understanding audiences, sector and non-sector trends, and using this information to inform decision making
3. Engaging with teams across the Trust to ensure changing exhibitions, menus and displays are reflected, where appropriate, in new Group Travel packages
4. Forge and develop new relationships with companies and organisations to support growth of Group Travel and other business ideas.
5. Negotiating with suppliers and partners in order to deliver on net profit targets
6. Working closely with BMT's Marketing team to plan and introduce new Group Travel marketing to support sales targets
7. Co-ordinating and delivering Marketing Campaigns

8. Organising on-site visits and events for prospective customers
9. Attending conferences, networking events, meetings and industry events
10. To liaise with the operational teams at all sites to ensure that all pricing and point of sale information is relevant and correct
11. On-going, site by site, sales analysis on a weekly/monthly/quarterly basis
12. Researching new business development opportunities beyond group travel
13. Identifying and delivering new ideas that will support income generation at Birmingham Museums
14. Delivering commercial trials and, where appropriate, deliver ongoing operations relating to new ideas.
15. To continually evaluate new product/service performance, making fast decisions with regards to continuing business development or stopping work on a failing project.
16. To work in conjunction with other colleagues within all BMT departments to ensure a high quality visitor experience at all sites
17. To observe Equal Opportunities Policies with regards to employment and service delivery
18. To observe and implement Health and Safety/Risk Assessment procedures pertinent to this area of the business

All of the above is not an exhaustive list of duties and the postholder will be expected to perform different tasks as necessitated by their changing role within the organisation and the overall business objectives of the organisation

<b>Person Specification</b>		
	<b>Essential Criteria</b>	<b>Desirable Criteria</b>
<b>Qualification</b>		Degree level education
<b>Experience and Knowledge</b>	Experience in a sales role  Experience analysing performance  Experience of working in a target driven role	Experience in business development  Experience of the group travel market  Experience of delivering marketing campaigns
<b>Skills</b>	Excellent communication skills  Strong numeracy skills – proven by experience  Excellent IT skills with experience using Word, Excel & Powerpoint  Ability to devise and analyse	Strong negotiation skills  Excellent attention to detail

	<p>statistical data and to produce succinct written summaries</p> <p>Great time management and organisational skills</p> <p>Multi-tasker and team player</p>	
<b>Aptitude</b>	<p>Highly target driven and works well under pressure</p> <p>Creative approach to problem solving and ideas generation</p> <p>Articulate and great with people</p> <p>Open-minded and happy adapting quickly to change</p> <p>Enthusiastic and passionate about income generation for Birmingham Museums!</p>	
<b>Circumstances</b>	<p>Available to work flexibly, including weekends, evenings and bank holidays</p> <p>Able to travel throughout the area to visit other BMT sites</p>	Own car and valid driving licence
<b>Safeguarding Children, Young People and Vulnerable Adults</b>	Fully understands their role in the context of safeguarding children, young people and vulnerable adults	
<b>Equal Opportunities</b>	An understanding of Equal Opportunities	

**Purpose of this Job Description:**

Birmingham Museums Trust (BMT) considers this document as a “snapshot” of the job and the tasks listed are not an exhaustive list. It aims to provide a clear guide at the time of writing to all that is involved about the requirements of the job. It will also be used to communicate expectations about performance and will be used to monitor effective performance.