**JOB DESCRIPTION**

**TITLE OF POST: BUSINESS DEVELOPMENT EXECUTIVE**

**RESPONSIBLE TO: BUSINESS DEVELOPMENT MANAGER**

**(SECTOR DEVELOPMENT)**

**SALARY: £22,000 - £27,000**

**DATE: 7th February 2020**

**JOB PURPOSE**

To support the business development function of Rochdale Development Agency (RDA) in the attraction of new businesses to Rochdale and the expansion of existing businesses to deliver new investment and job creation.

**KEY RESPONSIBILITIES**

* Support the Business Development Team by project managing the delivery of the RDA’s services to new investors and existing businesses in Rochdale.

* Undertake desk-based research to support proposition development and conduct lead generation activity to attract investment to Rochdale.
* Daily management of web, telephone and email based enquiries, including searching for commercial property and providing information to potential investors.
* Provide aftercare support to new investors, referring to partners and stakeholders where appropriate.
* Monitor news alerts and other relevant sources of data to identify new investment leads and company information.
* Develop personal knowledge of priority sectors, sector propositions and market trends to increase effectiveness in role.
* Support the Business Development Team in general business activity such as attendance at events, conferences, networking, client meetings, and company visits.
* Support the delivery of the RDA’s digital marketing plan, including websites and social media channels, as well as managing the production of electronic and print collateral.
* Manage and maintain the RDA’s CRM system including inputting information and updating records of enquiries, meetings and other company contact activity.
* Develop and maintain a range of multi-functional management information reports, developed through dashboards, to track performance against Business Plan targets.
* Act as a champion for the attraction of inward investment to Rochdale and support the RDA and its partners in identifying investment opportunities for the borough.
* Work closely with partner organisations in Greater Manchester, in particular MIDAS and GC Business Growth Hub, to maximise sector development, business support and inward investment in Rochdale.
* Build productive working relationships with RDA and council colleagues and support Business Development Team members, contributing to the success of the team.