**JOB DESCRIPTION**

**TITLE OF POST: BUSINESS DEVELOPMENT EXECUTIVE**

**RESPONSIBLE TO: BUSINESS DEVELOPMENT MANAGER (ENQUIRIES)**

**SALARY: Up to £30,000**

**DATE: 4th January 2022**

**JOB PURPOSE**

Responsible for supporting the innovation and business development function of Rochdale Development Agency (RDA). This means managing systems, data and enquiries to attract new businesses to Rochdale as well as identifying and supporting existing businesses with their expansion plans.

The role requires an excellent communicator with the interpersonal skills that can build relationships for the RDA. It will require a confident, ambitious and driven individual who can identify prospects and ensure the RDA meets its ambitious targets.

Required competencies: Communicating and presenting, data analytics, managing CRMs, building relationships, negotiations and utilising technology.

**BACKGROUND TO ROLE**

An exciting opportunity has arisen within the Innovation Team at RDA for a Business Development Executive on a permanent contract. This is an ideal opportunity for someone to gain experience and practical knowledge of delivering business development activities, working primarily within the economic development / inward investment sectors.

Work of the Innovation team is focused on growth and development with a strong emphasis on supporting businesses, creating and safeguarding jobs, attracting and securing investment and delivering regeneration and commercial projects to improve the economic prosperity of the area. This work will be an important component of delivering an exciting programme of regeneration and inward investment activity across Rochdale Borough. This includes regionally and nationally significant development plans, including the £450m town centre regeneration programme and one of the largest development proposals in the north of England, the Northern Gateway.

The Business Development Executive will report to the Business Development Manager with responsibility to work with companies and deal with enquiries. The purpose of this activity is to support the team to ensure Rochdale can be promoted as a first class business location, which will include developing and monitoring systems that manage enquiries, account management activities and strategic inward investment campaigns.

**KEY RESPONSIBILITIES**

* Undertake desk-based research to support proposition development and conduct lead generation activity to attract investment in Rochdale.
* Daily management of web/telephone and email based enquiries, referring to relevant BDMs for project management direction.
* Provide after-care support to new investors as directed by the Innovation Team.
* Monitor news alerts and other relevant sources of data to identify new investment leads or company information that can be shared with the organisation
* Develop personal knowledge of the property market in Rochdale and the surrounding area and build effective working relationships with property agents and developers
* Develop personal knowledge of priority sectors, sector propositions and market trends for Rochdale to increase effectiveness in role.
* Support Innovation Team in general business development activity such as attendance at events, conferences, networking, client meetings, in-visits.
* Support on the delivery of the RDA’s digital marketing plan, including websites and social media channels, as well as managing the delivery of online newsletters and production of electronic and print collateral.
* Design, develop and maintain a range of multi-functional management information reports that allow RDA to track performance against the 2019-2024 Business Plan targets.
* Produce regular performance reports and presentations, developed through dashboards for the Innovation Team, RDA Senior Leadership Team and the RDA board.
* Manage and improve the RDA’s CRM system which includes records of account management, enquiries and other company contact, including inputting information and visualising data.
* Act as a champion for the attraction of inward investment to Rochdale and work with partners to identify commercial and investment opportunities for the borough.
* Build productive working relationships with RDA and council colleagues and partners to support Innovation Team members, contributing to the success of the team.

This is a fantastic opportunity for someone with at least two years’ experience of B2B sales or for a graduate with a degree in a business or marketing field, who wants to translate the theory they have learnt during higher education to a practical work environment.

This is an interesting and varied role that requires a customer-focused, enthusiastic, highly-organised, professional and adaptable individual. The ideal candidate will be competent in prioritising their workload and self-motivated. They would have some experience of working with customers and should have an ability to communicate effectively.

In return we can offer flexible working arrangements, a generous holiday entitlement, strong potential for career progression and a fun social team structure.

For an informal discussion, please contact Michelle McHugh on 01706 927045 or email m.mchugh@investinrochdale.co.uk

To be successful for this role, you need to have:

* Two years of B2B sales experience and/or educated to degree level;
* Excellent interpersonal skills;
* Experienced and confident in writing propositions / bids, creating presentations and writing reports;
* Excellent IT skills;
* Ability to interpret and analyse data – including Government statistics;
* Understanding of CRM systems
* Good standard of literacy and numeracy to level 2 or equivalent;
* Problem solving skills;
* Ability to influence and negotiate; and
* Ability to understand, demonstrate and apply RDA values

**Rochdale Development Agency has agreed some core values which guide the way in which we work:**

**Performance:** we are a performance based organisation focused on achieving results

**Respect:** we show respect for our colleagues, partners and clients

**Integrity:** we act with integrity

**Development:** we are committed to continuous development and improvement

**Excellence:** we strive for excellence