



Job description: Business Development Manager

Reports to: Chief Operating Officer

Number of direct reports: up to 3

<p>Overall job purpose</p>	<p>The Business Development Manager (BDM) will be a member of ITSO’s management team, and be responsible for promoting ITSO’s services externally to both existing ITSO members as well as potential new members. The BDM will be responsible for:</p> <p>PLANNING</p> <ul style="list-style-type: none"> • Developing a strategic plan to ensure member engagement and satisfaction amongst key existing members & potential new members, in particular where we have new services we can offer them. • Building an understanding of what ITSO does with the view to leveraging our capabilities in new areas • Creating a strategy with which to target existing ITSO members and then converting these leads into Transit Hub users, and assisting with onboarding these members into the scheme • Writing an annual business plan for the Business Development Department, including revenue forecasts and anticipated expenditure <p>RELATIONSHIP BUILDING</p> <ul style="list-style-type: none"> • Building strong relationships with ITSO members and having a high profile external presence • Updating the ITSO Board where necessary about progress with ITSO on Mobile uptake and the pipeline of potential customers, as well as progress on any new areas we are looking to exploit <p>COMMUNICATING</p> <ul style="list-style-type: none"> • To ensure existing & potential new ITSO members receive appropriate communication from ITSO – both in person and via other methods of communication • Work with Marketing and Communications Manager to develop marketing collateral to support the Business Plan, generate new business and raise awareness of ITSO’s services • Work closely with Marketing to identify appropriate go to market messaging for specific business sectors • Deliver high level presentations internally and externally • Become a known figure in industry events to ensure brand and networking exposure <p>NEW BUSINESS & REVENUE GENERATION</p> <ul style="list-style-type: none"> • Commercialising the information being produced by the data analyst, and working with the Marketing & Communications Manager to ensure this is communicated externally in an appropriate and timely manner • Identifying and exploiting new revenue streams where appropriate
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	<ul style="list-style-type: none"> • Working with the Marketing and Communications Manager on new ITSO Events, and being responsible for securing commercial sponsorship of these events • Prospecting for new members and industries which could utilise ITSO technology <p>MANAGEMENT</p> <ul style="list-style-type: none"> • Line managing two key account managers, ensuring that they have clear KPIs in terms of member contact and deliverable objectives • Recruiting and line managing a business analyst, ensuring that they produce insight and information via the Transit Hub that is invaluable to ITSO officers and the broader ITSO membership
Key accountabilities	<ul style="list-style-type: none"> • Setting departmental KPIs each year • Managing two account executives to ensure that they are meeting with the right ITSO members & potential new members at an appropriate frequency. • Ensuring that key account managers best utilise their time with ITSO members by assisting with agendas and objectives • Setting KPIs for all team members • Accompanying key account managers on meetings when appropriate • Achieving any revenue targets agreed for the team • Build, manage and maintain a pipeline of ITSO on Mobile leads (and leads for any other potential new opportunities that may arise) and then convert them to users of the scheme • Achieving ITSO on Mobile commercial targets • Continual development of the skills and knowledge of your team • Ensuring that the CRM (and any other relevant tools) is updated at all times by you and your team • Seeking out and exploiting new business opportunities • Working with other teams (technical, service management & projects, for example) to help develop potential enhancements that our customers would like to see in our products • Researching and understanding different markets and sectors that might be able to utilise ITSO technology • Being an external ambassador for ITSO, presenting at relevant industry events whenever possible • Attending trade exhibitions and events • Providing a high level of customer service to ITSO members
Key relationships	<p>Internal</p> <ul style="list-style-type: none"> • Group CEO, HOO, CTO • Wider management group • Key account execs & data analyst • ITSO Board



	<p>External</p> <ul style="list-style-type: none"> • ITSO members • Any potential new members that could utilise the ITSO scheme • HOPS providers
<p>Person specification</p>	<p>Core skills and competencies:</p> <ul style="list-style-type: none"> • Excellent communication skills • Ability to inspire and motivate all levels of staff • Able to work proactively to seek out new leads and business • Commercially minded • Excellent written and verbal communication skills • Ability to communicate and build strong relationships with external stakeholders • Adaptable and innovative • Proven ability to work under pressure and with other people • A self-starter who is results driven with high levels of self-motivation, energy, initiative and vision • An experienced people manager, with strong interpersonal and coaching skills <p>Expertise and knowledge:</p> <ul style="list-style-type: none"> • Ideally 5 years' experience in a sales/marketing role • Experience in a similar role, ideally in a comparable industry (smartcards, mobiles, internet, security etc) • Demonstrable experience building long lasting, effective relationships with customers and suppliers • Strong presentation skills • Experience around customer care and product management