West Midlands Growth Company

Job Description

**Job Title:** Business Development Manager

**Reporting to:** Head of Business Development

# About Us

# The West Midlands is entering a defining decade with the 5G testbed, 2021 City of Culture in Coventry, 2022 Commonwealth Games in Birmingham and HS2 arriving in 2026. At the West Midlands Growth Company our job is to attract businesses, investors and visitors to the region – domestically and from key international markets including US, Germany, China and India.

# The team, of around 60 people, is based at our offices in central Birmingham – as well as working out in different parts of the region as required. We’re all passionate about unlocking the potential for the West Midlands. We are working together to create a culture that delivers with everyone looking to be proactive leaders, act as trusted partners and be creative in their approach.

**Role Purpose**

You will be responsible for the private sector revenue target that will support the WMGC in delivering growth and expansion targets.

**Main Responsibilities & Key Activities**

This role is a manager role and the successful candidate will be expected to:

* work across the region to raise the profile of the WMGC and ensure it is held in high regard by both the public and private sectors;
* increase number and level of commercial partners by proactive selling member benefits against agreed targets;
* regularly review and evaluate all stakeholder sales activity in terms of growth and retention;
* identify, evaluate and explore new revenue streams across all related and appropriate media platforms;

* provide regular management information that will assist with the performance measurement of the sales activity and inform commercial partners/stakeholders of return on investment levels;
* effectively account manage key stakeholders ensuring that their expectations are delivered and communicated in a professional manner and reflective of West Midlands Growth Company as an organisation;
* represent the region professionally at key business events and actively raise the profile of the West Midlands Growth Company and stakeholder benefits at all times.

**Person Specification**

**Essential**

* Understand the mission of the WMGC
* Ability to build long term client relationships
* Target and results driven
* Good knowledge of broad marketing principles in a commercial environment
* Experience and understanding of complex stakeholder relationships
* Strong leadership skills
* Ability to act and think independently within broad strategic parameters
* Highly organised, with good time management skills
* First class communication & presentation skills
* Verbally persuasive
* Team player who works collaboratively with colleagues