

Job Description

Job Title	Business Development Manager (Corporate Partnerships)	Grade	3
Department	Membership	Reports	0
Reports to	Head of Business Development		

Our values

The role holder will be expected to operate in line with our company values of:

- Progressive
- Warm
- Excellent
- Thoughtful

Values are the principles that drive our behaviours. They are organisation-wide and should be adopted by everyone. Behaviours provide a consistent standard we can all expect inside the organisation from one another, and towards our members and stakeholders.

Main purpose of the role

To increase the number of new Corporate Partnership accounts/sales. To support growth in individual memberships, qualifications, events and any other activities that contribute to the growth of APM.

Dimensions & Limits

The role-holder is responsible for managing and delivering the agreed annual targets for this business area within agreed budgets.

Key relationships

Internal

- Business Development team
- Corporate Partnership Development Mangers
- Events Team
- Finance Team
- Marketing Team
- Service Innovation Team
- Portfolio Team

External

- Corporate and Affiliate Partners
- HEIs
- Existing and prospect customers
- APM volunteers
- Events professionals

Confidential

Career development

We are a learning organisation and want our employees to learn and grow during their time with us. There are many ways in which they can do this:

- Personal development days offer an opportunity to attend interactive bite sized training events.
- Our fantastic knowledge share calendar of events enables colleagues to share their knowledge with each other as well as access to a coach or mentor to help employees to navigate their chosen career paths.
- Shadowing in other departments is a popular way to learn about the roles and challenges across the different functions.

Key responsibilities / accountabilities

Collaborate Strategically with the Business Development Team

- Actively engage with the Business Development Team to design and implement innovative business development strategies and action plans that drive the growth of APM Corporate Partnerships.

Enhance Efficiency and Growth Through Proactive Tracking and Optimisation

- Proactively track, report, and optimise business development activities to maximise efficiency and accelerate growth of Corporate Partners. Closely monitor the effectiveness of business development activities and make timely adjustments to strategies as necessary to ensure ongoing improvement.

Identify and Pursue Growth Opportunities

- Develop a comprehensive understanding of APM's current target sectors, identify existing growth opportunities, and proactively explore new sectors for potential growth, leveraging market insights and customer needs to drive expansion.

Create and Present Compelling Proposals

- Develop and present proposals for corporate partnerships that align perfectly with the needs of the target organisation and APM's value proposition, ensuring strong alignment and mutual benefit.

Proactively Build a Robust Pipeline of Potential Corporate Partners

- Initiate and execute activities to generate a strong pipeline of potential Corporate Partners, including proactive networking, attending and planning events, to ensure a robust and diverse pool of potential partners.

Convert Leads into Live Partnerships

- Develop and manage relationships to effectively convert leads into live partnership accounts, fostering strong connections and mutual value.

Negotiate Mutually Beneficial Agreements

- Negotiate terms and contracts with corporate partners to achieve outcomes that are beneficial to both parties.

Represent APM at Industry Events

- Actively represent APM at industry events and forums to enhance visibility, credibility, and influence within target sectors.

Support Existing Partner and Event Activities

- Provide support for existing partner and event activities, including APM conferences, external exhibitions, and partner forums, to ensure seamless execution and maximum impact.

Maintain Accurate CRM Records

- Regularly update records on the APM CRM database to provide transparency on the progress of leads and opportunities, supporting data-driven decision making.

Manage Budgets for Optimal ROI

- Effectively manage budgets related to business development activities, including events and sponsorship opportunities, to ensure a strong return on investment.

Key performance measures

- **Sales Targets Exceeded with Exceptional Customer Satisfaction:** Consistently meet or surpass sales targets while maintaining high levels of customer satisfaction.
- **Create and maintain a robust Pipeline of Opportunities:** Ensure a healthy and dynamic pipeline of potential opportunities to drive continuous growth, through networking, attending relevant events, using LinkedIn Sales Navigator.
- **Comprehensive Monthly Sales Pipeline Reporting:** Provide detailed and insightful monthly reports on the sales pipeline to track progress and identify areas for improvement.
- **High-Quality Lead and Prospect Data on APM's CRM:** Maintain accurate, up-to-date, and high-quality lead and prospect data within APM's CRM system to support informed decision-making.
- **Income Objectives Achieved with High Customer Satisfaction:** Successfully meet income objectives while ensuring high levels of customer satisfaction across all interactions.
- **Strong Internal Relationships:** Foster and maintain successful, collaborative relationships with colleagues to enhance team performance and overall organisational effectiveness.
- **Effective External Relationships:** Build and sustain strong, mutually beneficial relationships with partners and suppliers to drive business growth and excellence.
- **Successful delivery of targeted events:** work with the events team to create and deliver events aimed to nurture and convert warm/hot leads, such as sector specific round tables and networking events.
- **Generation of New Leads at Events:** Proactively gather new leads and opportunities during events to expand the sales pipeline and drive future growth.

Person specification – Business Development Manager (Partnerships)

Attribute	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Degree or equivalent in business or related subject • Sales training or similar sales qualifications 	
Experience	<ul style="list-style-type: none"> • Demonstratable new business B2B sales management experience • Experience in sales pipeline management, forecasting and revenue tracking against • Budget holder experience 	<ul style="list-style-type: none"> • Experienced in developing, selling and managing integrated membership benefit programmes to a wide range of organisational types • Project management experience would be ideal for this role
Knowledge	<ul style="list-style-type: none"> • Strong understanding of market trends, industry dynamics, and competitive landscapes. • Commercially and financially literate/numerate 	<ul style="list-style-type: none"> • Knowledge of the discipline of project and programme management • Knowledge of the charity and professional association sectors

<p>Skills</p>	<ul style="list-style-type: none"> • Strategic thinker, able to use industry insights and knowledge to plan strategic sales approach • Ability to problem-Solve and devise workable solutions • Strong negotiation and closing Skills • Highly IT literate: digital/office applications/social and professional networking • High quality presentation skills • Highly effective communicator – both verbally and in writing • High degree of flexibility and adaptability to suit business needs 	
<p>Behaviour / Competency</p>	<ul style="list-style-type: none"> • A highly results-oriented, relationship builder with strong interpersonal skills and customer focus. • Excellent time Management • Able to work as a team and independently. 	
<p>Other</p>	<ul style="list-style-type: none"> • Current driving license (UK travel/coverage) • Able to spend occasional nights away from home 	