

BLOSSOM - JOB SPECIFICATION

Position: Head of Business Development

Client: Design Agency

Reports to: Founder & Director

Salary: £4-5K per month - Negotiable

The Company

Our client is a design and innovation company with blue-chip consumer product and FMCG brands across a broad range of sectors and industries, including transportation, consumer electronics, telecoms, domestic/household appliances, food & drink, and beauty/personal care.

They are different, firstly because their 'broad bandwidth' experience allows the cross-fertilisation of insights and expertise from one category to another; secondly, because all their people, whether researchers, strategists – or designers, obviously – are design literate (this common thread helps ensure that as little as possible gets 'lost in translation' as ideas are passed along the design and/or innovation processes); thirdly, their ability to deliver real, tangible things at the end of it all; and fourthly, a genuine humanist desire to make things better for people, businesses and the world – in fact it's their company mission.

They are skilled in exploiting ideas that create real value and always look to move clients forward creatively. They are not just a company of visionary thinkers, but future 'doers'. Ultimately they are about making things better: better for people, better for business and better for the world.

Specialisms include design innovation, transportation design, ethnographic user research, strategy and new product development (NPD), trends and forecasting, product design and development, 3D structural design and 2D graphic design.

The Role

Our client is committed to growing the company significantly. To achieve this ambition they must have the ability to relate to and engage with potential and current clients in the smartest and most compelling way.

At the moment the Business Development drive is serviced by: -

- A dedicated core-team consisting of the Head of Business Development, and a Business Development and PR Executive. The team works closely with the Head of PR together progressing a very communications driven Business Development, Marketing and PR plan.

- A companywide resource that has historically included leads and input from, and required a strong working relationship with, all 8 of the company directors, the associate directors and the wider company as a whole.

The purpose of the role is to: -

- Strategically direct and plan business development activities to help secure £3.2 million new business in 2012, and to support, where relevant, the client services team growth plans for the identified 2012 key clients.
- Execute the Business Development plan for 2012 with the support of the Business Development and PR executive, whilst being responsible for fielding and responding to all incoming new business enquiries and leads.
- Be the central point of contact and take overall responsibility for the communication and reporting of business development and to prepare weekly reports and monthly board papers.

Responsibilities

The Head of Business Development is responsible for: -

- Developing and executing the 2012 Business Development plan
- Fielding, responding to and managing of incoming new business enquiries and leads
- Mentoring the Business Development and PR executive (sharing the responsibility with the Head of PR)
- Ensuring that the business development function operates in an efficient and profitable manner, according to the Marketing Budget, the 2012 plan, and the incoming enquiries
- Ensuring that there is an update to the master suite of new business credentials (across transportation, consumer electronics and FMCG), and taking responsibility for all other marketing material defined within the 2012 plan (trend reports, thought pieces, newsbooks, etc), ensuring that they align with SP's strategic goals and brand values
- Once meetings are confirmed, ensuring that the appropriate team is in place (director/client services/associate director etc), working with the team to ensure best practice is followed, helping the team working on the new business opportunity to achieve the best possible result. This could include putting together specific targeted credentials, organising diaries and creating time for the best brainpower to think about the brief from day one, helping the team to know the client, helping them solve and answer the brief and pricing properly for our services.
- Writing proposals where relevant, or supporting the team in writing the proposal, liaising between the prospective client and internal team.
- Reporting the new business activity to the wider company and Group through weekly reports, fortnightly companywide highlight emails and monthly board reports.

Key Skills

Professional standards of excellence in: -

- Forward thinking and creative problem solving and implementation of solutions

- Proven new business delivery success
- 5+ years in business development and marketing expertise
- Delivery experience with senior decisions makers in FTSE 100 companies
- Driven by developing long-term relationships and maintaining consistent pipelines of work
- Understanding of product development and strengths in strategic planning
- Managing and motivating a team and any resources, and a strong ability to engage with and work effectively with the wider company
- Communication and presentation to prospects and in-house teams
- Application of best-practice business, marketing & branding principles, techniques and processes

Overall, in terms of skills, any candidate joining our client at a senior level should be a 'smart' thinker, and be able to assure prospective clients that they understand what is best for their business, by being able to speak fluent 'marketing' and 'brand', and demonstrate commercial and entrepreneurial nous.

They will also need to be comfortable with a somewhat ad-hoc working pattern/style as we better understand how to inspire and clearly brief product & packaging designers and other multi-disciplinary resources.

The ideal candidate will be charismatic, articulate, possess natural authority and gravitas and be comfortable working face-to-face with prospective clients and the wider company.

Experience

We are looking for someone with a proven track record (minimum 4-5 years) in Business Development, comfortable working as part of a small team across a variety of mainstream sectors. This could have been gained in a creative agency or consultancy, or client side – ideally within an FMCG, consumer electronics or transportation company.

The applicant must also demonstrate experience of working with prospective clients at the most senior levels and an ability to form trusted business relationships that result in successful new business opportunities.

For more information contact gareth.dixon@timetobloom.co.uk.