

PERFORMANCE RELATED JOB DESCRIPTION

Job Title	:	Business Development Coordinator
Employee Name	:	
Reports to	:	Business Development Manager
Date	:	December 2017

Purpose:

To execute business development activity in line with the Integrated Business Development and Marketing Plan, in order to generate sufficient opportunities, enquiries and orders to enable the Company to meet or exceed its growth targets profitably.

Function:

- To support existing relationships and develop new client relationships which have the potential to provide long term profitable business.
- To work with colleagues to gain cooperation and support for business development activity.
- To gather market intelligence to identify opportunities and threats and develop new revenue streams.
- To support PQQ and bid activity as required.

Roles & Responsibilities:

- Work with the Business Development Manager to define, develop, execute, and monitor 90 day business development plans.
- Research, target and prioritise clients/sectors in line with the business development plan, business plan and company capabilities.
- Produce and monitor plans for each key customer/sector.
- Generate and qualify new business development opportunities and pipeline business development opportunities.
- Work with the Business Development team to support PQQ and bid activity, defining and promoting a structured, strategic and commercial approach including bid and PQQ writing as required.
- Manage and maintain an effective CRM system

- Research, monitor and maintain awareness of market, competitor and client activity by gathering and acting on marketing intelligence and recommend new strategies in business development and marketing plans.
- Work with Business Development Team to Identify, develop and communicate our competitive advantage/value proposition.
- Work with the Business Development Administrator to maximise PR/Social Media and brand building opportunities.
- To organise and attend events, seminars and exhibitions when required.
- To attend industry networking events as required to generate new contacts, leads and business intelligence.
- Monthly reporting on progress against plans and budget.
- Demonstrate good team work.
- Support Business Development and Marketing team as required
- Promote the Company's values at all times.

Required Qualifications	Level / Discipline	Date of Accreditation	Comments
Marketing or Sales	Certificate / Diploma		
3 years Construction Business Development Experience			
Good IT skills, including Microsoft Office (Word, Excel & Powerpoint)	Capable & Experienced		

Key Performance Indicators – How to prove that you are doing your job properly	
Outputs	Indicators
90 day Business Development Plans	Plans in place for each sector including quarterly reviews.
Opportunities Report	Report produced on a weekly basis prior to Bus Dev meeting
New Opportunities	Monthly opportunities report against target
New Contacts	Monthly report on new contacts generated
Effective CRM System	Opportunities, contacts up to date on Workspace

Market Activity Report	Quarterly reports complete with recommendations for further actions
Progress Report	Monthly against agreed objectives
Weekly Look ahead Report	Produced weekly with red flags

PLAN

MANAGE

MONITOR

NB Evidence of completing your Roles and Responsibilities must be produced at every review.

The Functions, Roles and Responsibilities will evolve over time and should be reviewed quarterly and amended as necessary to ensure they reflect the needs of the job.