



Creating a Better  
Experience for All

## PERFORMANCE RELATED JOB DESCRIPTION

**Job Title** : Business Development Manager  
**Employee Name** :  
**Reports to** : Business Development Director  
**Date** :

### Purpose :

---

To plan, manage and execute business development activity in order to generate sufficient opportunities, enquiries and orders to enable the Company to meet or exceed its regional growth targets profitably.

### Function :

---

- Lead and manage the Business Development and Marketing team
- Support existing relationships and develop new client relationships which have the potential to provide long term profitable business.
- Work with colleagues to gain cooperation and support for business development activity.
- Lead the cost effective development and management of internal and external marketing communication strategies.
- Gather market intelligence to identify opportunities and threats and develop new and existing markets
- Actively manage and contribute to winning bid strategies

### Roles & Responsibilities :

---

- Produce and monitor Integrated Business Development and Marketing plans for each key customer/sector.
- Work with the Business Development Director, your team, construction team leaders to define, develop, execute, and monitor 90 day business development plans.
- Research, target and prioritise clients/sectors in line with the business plan and company capabilities.
- Generate and qualify new business development opportunities and pipeline business development opportunities to meet agreed targets

### Creating a Better Experience for All

- 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
- Agree a business development and marketing budget and manage activity to deliver within the budget.
- 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 Marketing Manager to maximise PR/Social Media and brand building opportunities.
- Attend Networking events, seminars and exhibitions when required.
- Attend industry networking events as required to generate new contacts, leads and business intelligence.
- Monthly reporting on progress against plans, targets and budget.
- Demonstrate good team work.
- Promote the Company's values at all times.

Required Qualifications	Level / Discipline	Date of Accreditation	Comments
Marketing or similar	Degree / Diploma		
10 years Construction Business Development Experience			
5 years experience of managing a team - ideal			

Key Performance Indicators – How to prove that you are doing your job properly	
Outputs	Indicators
Integrated Business Development & Marketing	Plan produced annually
90 day Business Development Plans	Plans in place for each sector including quarterly reviews.
Annual & Quarterly Reviews	100% of reviews completed on time for all team members

**WOODHEAD**

GROUP

Creating a Better  
Experience for All

Opportunities Report	Report produced on a weekly basis prior to meeting with BDD and Estimator
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
BD & Marketing Budget	Quarterly report showing spend against budget & 12TT
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..