

## JOB DESCRIPTION

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| <b>Job Title</b>   | <b>Business Development Manager</b>   |
| <b>Location</b>    | Based from home, but travel within the UK may be required from time to time             |
| <b>Days Worked</b> | Full or part time, occasional evening and weekend work may also be required – permanent |
| <b>Reports To</b>  | Head of Sales and Account Management  |

### Objective

Operating across multiple sectors with Libraries of all sizes, PTFS Europe needs to reach potential customers effectively and communicate our service clearly and compellingly. This role is an important member of the Sales and Marketing team with the goal of continuing to grow our customer base as well as communicate effectively with our key customers to ensure brand loyalty and enhance retention.

### Responsibilities

- Assessment of market opportunities through intelligence gathering with an initial focus on known business contacts
- Identify opportunities, contact prospects, arrange meetings and participate in demos
- Understanding the market and prospect / customer needs and expectations
- Manage prospect relationships through the sales pipeline, from initial contact to ultimate sale, in order to meet new business targets
- Working together with the Sales team, lead on creating tender responses and maintaining sales documentation
- Work with the Projects team to produce a detailed sales handover for an implementation. Continue to oversee this project to ensure that timescales are being met in line with the contract and liaise with new customers at touch points during project implementation
- Represent the company at industry events - can range from small customer webinars to large scale conferences
- Assist with the development and delivery of sales plans / forecast
- Promotion of PTFS Europe, its products and services
- Oversee Account Management responsibilities for your key customer accounts, including contract negotiations and identifying cross selling opportunities
- Understand the requirement for Information Security, the processes for managing it and your role in contributing to the company's ISO27001 certification.

## Skills, Knowledge and Qualifications

- Achieving Results – Be aware of key business and team objectives and ensure that these are applied appropriately to all business activities
- Building Relationships – Able to develop effective relationships with PTFS Europe staff, prospects and customers
- Customer Focus – Able to anticipate and understand customer expectations, and ensure that customer requirements are met and expectations appropriately managed. Able to build solid relationships with team members and customers
- Communication – Effective written and verbal communication skills suited for technical audiences, peers, IT management, and customers
- Planning and Organising – Effective at planning and managing own workload and ability to split time between reactive tasks and planned project work
- Teamwork – Effective at contributing towards the objectives of a team, and being able to share knowledge, experience, ideas and information
- Problem Solving and Decision Making – Effective at solving problems in a measured and creative way
- Influencing and Impact – Act in a professional manner, and exhibit the required behaviour that should provide an example to other employees and team members. Needs to be able to identify tasks outside of own remit and work with peers to ensure an end to end solution is effectively delivered. Must be prepared to meet business goals and respond well to change

## Personal Attributes / Functional Competencies

- Experience - sales / business development background
- Knowledge of sales marketing, legalities, strategies and finance
- Previous role in a library environment preferred
- Self Starter - Ability to work at home, and remain sufficiently motivated and ambitious.
- Be able to use your initiative without needing a large amount of direction
- Ability to determine priorities, set realistic timescales and organise own time effectively
- Friendly and approachable - ability to build relationships

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| Date issued |  |
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