

<b>#JOB TITLE</b>	Business Development Manager
<b>DEPARTMENT</b>	Sales and Marketing
<b>REPORTS TO</b>	Sales and Marketing Manager
<b>DATE</b>	November 2017

RDC was established as an aviation consultancy providing advice and data to airports. The company has grown to include software and online systems based round the highly successful *Apex* and *airportcharges* brands. It now has clients across the world ranging from airports to major airlines, investors and government agencies.

We are a growing business with offices in Nottingham and London. The company has plans for growth through recruiting the best people and nurturing talent.

### **PURPOSE OF THE JOB**

This role sits within the sales and marketing team based in our Nottingham head office. The team is responsible for generating all product sales and growing current business. The client base is global and covers airports, airlines and associated businesses worldwide.

The sales and marketing team is an integral part of the business and works closely with the support and product development groups to ensure continued growth of the business.

Within the sales and marketing group, this role is responsible for:

- ⊙ Developing a customer base for specific RDC products
- ⊙ Working within our existing sales strategy, helping to adapt that strategy going forwards
- ⊙ Employing telephone, online and face-to-face sales techniques to engage with the market
- ⊙ Working to a defined and evolving focus list of potential customers, following-up qualified inbound sales leads generated by Marketing

### **KPIs, OBJECTIVES and SUCCESS CRITERIA**

Specific KPIs will be agreed and circulated at the beginning of each year, based around:

- ⊙ Achieving a target for new business generated
- ⊙ Attendance of conferences and arrangement of targeted business development meetings
- ⊙ Execution of our sales and marketing strategy
- ⊙ Outbound activity that is designed to generate new business

### **CORE DUTIES**

The core parts of the role are broken into the following areas:

#### **Sales and Relationships**

- ⊙ Achieve a sales revenue target from product sales
- ⊙ Deal with incoming and generate outgoing leads
- ⊙ Attend conferences and off-site meetings both UK and overseas to develop new client relationships
- ⊙ Develop relationships with current clients and assess opportunities to increase revenues

#### **Company Administration**

- ⊙ Manage time and activity, reporting back on this to the Sales and Marketing manager
- ⊙ Ensure contacts are added to Salesforce with full details including company, address, telephone, email, type of business, job type, company type and all other relevant details
- ⊙ Ensure all opportunities are logged in Salesforce with all appropriate fields completed and correct on an ongoing basis

- ⊙ Report on pipeline and individual opportunity progress to sales management

### **Product Development**

- ⊙ Record suggestions from clients for product enhancements
- ⊙ Undertake product testing when required

### **Product Support**

- ⊙ Pass over queries to the support team

### **General Responsibilities**

These are standard to all RDC job specifications

- ⊙ Maintain a professional working environment with particular reference to punctuality, dress standards, keeping desks and the office tidy
  - ⊙ Use company proprietary and standard 3<sup>rd</sup> party software – Outlook, Salesforce, whosoff.com to
    - ① maintain customer accounts and contact details
    - ① record sales
    - ① manage sales and sales opportunities
    - ① generate authorities to invoice
    - ① manage contracts, subscriptions and user account access
    - ① request holiday and record absence through sickness
    - ① book meetings and meeting rooms
    - ① keep records of internal and external meetings
    - ① email and link emails to customer accounts
    - ① maintain an up-to-date diary / calendar
  - ⊙ Adhere to all policies and practises contained within the Company Employee Manual
  - ⊙ Adhere to the Company's Equal Opportunities policy in all activities, and to actively promote equality of opportunity wherever possible
  - ⊙ Be responsible for your own health and safety and that of your colleagues, in accordance with the Health and Safety at Work Act (1974) and relevant EC directives
  - ⊙ Work in accordance with the Data Protection Act
  - ⊙ Provide a legal, healthy and comfortable working environment, not to smoke anywhere throughout our premises
  - ⊙ Comply with the fire and first aid policies
  - ⊙ Undertake such other duties as may be reasonably expected
- Treat all RDC and client data as highly confidential

Closing date: 30<sup>th</sup> November 2017

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