

<b>JOB TITLE:</b>	BUSINESS DEVELOPMENT EXECUTIVE
<b>JOB HOLDER:</b>	
<b>DATE UPDATED:</b>	FEBRUARY 2025
<b>CODE (Office Use):</b>	
<b>REVISION (Office Use):</b>	VERSION 1

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## 1 MAIN PURPOSE OF THE JOB

You will play a key role in driving B2B revenue growth by maximising income from Expert Partners, enhancing member retention and upgrades, and promoting CIOB's full range of products and services. Through proactive outbound engagement, consultative selling, and targeted company research, you will identify opportunities to expand our corporate reach.

You will be responsible for introducing, managing, and delivering the Expert Partners programme and ensuring all value-added activities align with the Company Membership Value Proposition.

Collaborating closely with Business Development Managers and the Employer Engagement team, you will actively contribute to developing B2B income streams. This includes generating leads for company membership growth and Academy sales through strategic campaigns and market research. By supporting the team in prospecting and securing meetings, you will help drive CIOB's corporate objectives and strengthen its position within the industry.

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## 2 POSITION IN ORGANISATION

As part of the Acquisition Team within the Membership Directorate, this role reports to the Associate Director - Acquisition, supporting the regional Business Development Managers.

## 3 DIMENSION & LIMITS OF AUTHORITY

In this role, you will be set income targets that are aligned with the budgeted income.

## 4 SKILLS & EXPERIENCE

- Proven track record of negotiating and closing a B2B sale [essential]
  - Strong Business Development skills with ability to question, probe, listen, establish rapport, articulate the CIOB value proposition, identify opportunities and gain commitment
  - Experience of telephone and face to face B2B sales environments [essential]
  - Proven track record of identifying prospects and leads [essential]
  - Comfortable with monthly targets and other performance measures and meeting deadlines
  - Attention to detail and accuracy [essential]
  - Able to deal confidently with people at all levels and develop positive working relationships with team members, colleagues, and other departments
  - Excellent customer service skills [essential]
  - Experience of working within a membership organisation or charity [desired]
  - Professional demeanour [essential]
  - Confident, self-starter [essential]
  - Microsoft Word, Outlook, Excel, PowerPoint [desired]
  - Microsoft Dynamics or similar [desired]
  - Flexibility to respond to changing priorities and needs and able to demonstrate a 'can do' and positive attitude
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## DUTIES & KEY RESPONSIBILITIES

<b>Income generation</b>	40%
<ul style="list-style-type: none"> <li>• Lead the introduction, management, and support of Expert Partners as part of the Company Membership offering, ensuring value delivery and engagement.</li> <li>• Account manage smaller Chartered Building Companies (CBCs, CCMCs) and Consultancies (CONs, CCMCs), identifying cross-selling and upselling opportunities while overseeing company membership renewals.</li> <li>• Develop and maintain a strong pipeline of opportunities to drive membership retention and growth, proactively working towards retention targets and leveraging marketing campaigns to boost Academy sales.</li> <li>• Conduct thorough research on companies, clients, and frameworks to build a robust pipeline of leads, supporting Business Development Managers (BDMs) in securing new business opportunities.</li> </ul>	
<b>Business Development</b>	50%
<ul style="list-style-type: none"> <li>• Deliver all activities related to the Value Proposition for Company Membership, including onboarding new Expert Partners, managing and executing campaigns, developing and hosting webinars, organising and facilitating the Company Member Focus Group, putting together the monthly Newsletter and overseeing other initiatives that enhance the value of company membership.</li> <li>• Serve as the first point of contact for new and existing clients looking to engage with CIOB across various areas, including all membership grades, prospective members, Chartered Building Companies (CBCs), Training Partners (TPs), courses, training, qualifications, sponsorship opportunities, and events. Ensure timely responses to inquiries to streamline engagement and minimize redirections within the organisation.</li> <li>• Conduct proactive research to generate leads, identifying company activities, frameworks, and key contacts to support business development and open new opportunities.</li> <li>• Assist Senior Business Development Manager and Regional BDMs in executing campaigns, including contributing to the Monthly Newsletter, to drive awareness and engagement with CIOB's offerings.</li> </ul>	
<b>General tasks</b>	10%
<ul style="list-style-type: none"> <li>• Maintain a record of prospects, leads and sales activity through accurate use of the CIOB's chosen customer database</li> <li>• Collaborate cross departmentally with Academy, Education, Marketing, Events, Policy, and other teams to secure organisational commitment to the delivery of the CIOB products</li> <li>• Proactively communicate with the wider organisation about key customers</li> <li>• Attend Acquisition Team Meetings and Away Days</li> </ul>	

PLEASE SIGN BELOW

<b>JOB HOLDER:</b> .....	<b>MANAGER:</b> .....
<b>DATE SIGNED</b> .....	<b>DATE SIGNED:</b> .....
<b>DATE ON WHICH EMPLOYEE COMMENCED UNDERTAKING THIS ROLE</b>	