

## Job description

### **Commercial Business Development Manager – Full time, 12 month fixed term contract with the possibility to extend**

Reports to: Head of Account Management and Sales  
Based at: Coeliac UK Head Office, High Wycombe with the possibility to regularly work from home by prior agreement with your line manager  
Salary grade table: Commercial (CO4)  
Line management: None  
The role: Retail/Foodservice and Branded FMCG experts!

Do you want to work with some of the most recognisable global Brands?

Have you been thinking you want to do something that makes a real difference to people? Want to use your commercial and sales expertise to help make money for a good cause? Ready for something new, different, with bags of potential? Want to make a step-change both personally and professionally?

You've come to the right place!

Here at Coeliac UK, we are looking for someone like you! We have an exciting role for you as our new Commercial Business Development Manager.

As an experienced new business sales professional, you will sell our licensing schemes and appropriate services to improve the accessibility and safety of gluten free food. Our community relies on our work to enjoy life to the full, despite having lifelong health challenges.

The surplus income that you will be generating helps the charity fund our work by providing support for people affected by coeliac disease and pay for important research that we hope will one day lead us to a cure.

We're a talented, committed and friendly bunch, **already working with the most recognised global Brands**. We are passionate about making a difference and working as a team to regularly punch above our weight in a very competitive charity sector. We've been around for over 50 years and are seen as the global experts in supporting people with coeliac disease. Despite our longevity, we're still excited about all the new opportunities around us to improve the impact we make. We just need the right people to help us.

If you enjoy big picture thinking, developing new business and fostering long term partnerships this is the role for you. In return you will be joining us as we transform the way we work - investing in new technology, new premises, working flexibly, thinking innovatively, and having fun together, to inspire us all to bring out the best in everyone and make life better for people affected by coeliac disease.

If you would like to be considered as our Commercial Business Development Manager, please apply now with your CV and Cover letter. We'd love to hear from you.

### **Key responsibilities**

Manage the sales and delivery of Coeliac UK's commercial product services (specific areas to be agreed with line manager) to our new prospective partners, which could include a combination of:

- The Crossed Grain trademark product certification scheme, ensuring that licensees meet the required gluten free manufacturing standards.
- The Advertising and Sponsorship opportunities to support Coeliac UK's customers, working with colleagues to ensure successful delivery.
- The training courses as part of the Gluten Free Academy.
- The Gluten Free Accreditation scheme, for restaurants, cafes and all catering establishments including schools, hospitals, universities, etc.
- Lead the selling process for the above services to new partners or extend existing relationships to achieve agreed targets for income and number of partners.
- Assist on account management to agreed list of existing key partners, including cross-sell and upsell, renewal, chasing payments.
- Maintaining long-lasting relationships across all areas of our key partners and developing relationships with new contacts.
- Understand the needs of your customers and be able to respond effectively with a plan of how to meet these.
- Think strategically - seeing the bigger picture and setting aims and objectives to develop and improve the business and carrying out necessary planning in order to implement operational changes.
- Identifying, engaging and onboarding of new partners within the appropriate commercial product service.
- Contributing to the development of new opportunities that could be of interest to commercial partners.
- Leverage our CRM platform to optimise lead/opportunity pipeline management and conversion Knowledge, Skills and Experience required for the Commercial Account Manager: Skilled in business development and account management.

### **Knowledge, skills and experience**

The ideal candidate should demonstrate the following:

- Be a 'Hunter' and gain new commercial partners by being a Self-starter.
- A great listener that is inquisitive and insightful.
- Be social and web savvy to identify and research potential prospects.
- Clear ability to build relationships and rapport and have the gravitas to work with all levels from 'C' level down.
- Results driven with a strong new business sales background.
- Demonstrable record of building, managing and closing sales pipeline.
- Knowledge and experience of the food market is essential.
- Delivery of new Routes to Market utilising that experience and knowledge.
- Analytical and numerate with necessary skills to produce, monitor and interpret financial information and reports.

- Experience in B2B trade/customer marketing.
- Positive, personable, confident communicator capable of working both independently and as part of a team.
- Attentive to detail.
- Excellent IT skills including experience of using CRM systems for account and lead/opportunity management.
- Flexible approach.
- Excellent written and verbal communication skills.

## Competencies

<b>1: General profile</b>
Fully competent in own product area
Develops client interface and co-ordinates annual plan
May coordinate activities of a team
Likely to be involved in marketing strategies
<b>2: Technical expertise; building &amp; maintaining</b>
Demonstrates depth/breadth of knowledge/skills and techniques
<b>2: Technical expertise; applying &amp; anticipating</b>
Applies knowledge/skills through handling complex problems and/or co-ordinating work which may extend beyond own area of expertise; shares expertise with colleagues and other work groups
<b>3: Client/organisation orientation; client response</b>
Anticipates client needs, investigates underlying causes and identifies short and longer term solutions
<b>3: Client/organisation orientation; organisation understanding</b>
Interprets internal/external organisation issues; makes changes to own and other's work to meet these
<b>3: Client/organisation orientation client response; costs</b>
Manages costs for own projects
<b>4: Creating &amp; delivering solutions; problem solving</b>
Anticipates patterns and links; looks beyond the immediate problem to the wider implications; takes a new perspective on existing solutions to complex problems
<b>4: Creating &amp; delivering solutions; planning &amp; organising</b>
Manages own time and that of others; develops annual plan for own area in line with strategy developed elsewhere; including forecasting/organising for resource requirements
<b>5: Working relationship; communicating, negotiating &amp; influencing</b>
Explains/presents highly complex ideas; anticipates potential objections and prepares case accordingly
<b>5: Working relationship; teamwork, coaching &amp; guiding</b>
Acts as a facilitator and mentor; moves the team forward; may be an informal team leader
<b>5: Working relationship; networking</b>
Creates networks internally and externally within and outside own area

This job description is not intended to be an exhaustive list of duties to be performed by the employee. This job description may be altered to reflect the needs of the charity.