

Job Description

Job title	Business Development Executive
Contract	Full Time
Base	Lincoln but will be required to travel
Reporting To	Head of Business Development

Lincolnshire Chamber of Commerce is the leading business representation and support organisation for Lincolnshire, promoting the interests of member businesses, connecting and contributing in partnership with others towards a prosperous regional economy. A not for profit organisation, the Chamber reinvests membership subscriptions into providing services that directly benefit those members, supporting business development and growth.

MAIN JOB PURPOSE

With a current membership base of approx. 1000 Lincolnshire businesses, the Business Development Executive will be responsible for recruiting new members, generate commercial revenues for the Chamber through increased uptake of paid for services, as well as providing support and advice to businesses highlighting the benefits of Chamber membership to support retention through member utilisation and satisfaction.

KEY RESPONSIBILITIES

Business Development

- Develop a pipeline of leads to recruit new members
- Proactively meet members needs with additional products and services
- Seek out and develop commercial income opportunities
- Ensure that the CRM is fully updated with all leads and opportunities, produce reports and maintain membership data
- With support from the PR/Marketing team
 - Produce, review and analyse reports created from online statistics to identify and contact potential members
 - Support campaigns
- Develop working partnerships with colleagues to fully understand the business support available across the company and relevant partners for the benefit of Members
- Deliver presentations and represent the Chamber at events, as required including presenting the membership offer

Account Management

- Be the primary point of contact for members within defined groups
- Develop lasting relationships, whilst seeking to exceed member expectations (through advice, support and/or signposting)
- Maintain and manage relationships with key stakeholders and influencers
- Support Assembly Members: identify needs, support partnerships working and delivery of positive outcomes
- Be responsible for the retention of members via structured interventions
- Support and development of the sector 'expert forums' along with the Events Co-ordinator
- Work closely with members, another Business Development Executive and Head of Business Development to develop new member offers, from initial concept through to implementation

General

- Work with the marketing and events team to ensure membership and events communications are timely, relevant and accurate
- Communicate effectively with team colleagues to ensure efficient service delivery
- Some events will require attendance either in early mornings or after traditional working hours, a certain amount of flexibility will be required to undertake the role
- Undertake other duties commensurate with the post which may be needed to ensure the effective operation of the company

Skills and Experience

- Experienced in supporting business growth
- Relationship building
- Strong presentation skills
- Exceptional levels of customer service
- Ability to communicate with people at all levels and influence them
- Strong sales / negotiation skills
- Able to work on your own initiative and as part of a team
- Strong problem-solving skills and results orientated
- Excellent time management skills
- Excellent organisational skills
- Strong working knowledge of CRM's

Personal Qualities

- An outgoing and likable personality
- Confident and authoritative speaker
- Highly self-motivated and driven
- An 'outside the box' thinking approach
- Ability to work in a fast-paced target driven environment
- The ability to handle pressure, meet targets and deadlines
- A team player with a willingness to learn and be open to new ways of working

Requirements

- A full driver's licence with business insurance (Access to a car considered essential as visits to members and events around the county are required)

Desirable Requirements

- Experience of working in a not-for-profit /membership environment
- Knowledge of the local area
- An in-depth knowledge of the industry and its current events
- Knowledge / experience of key business sectors within Lincolnshire
- Mystery shopping