

**Business Development Executive
JOB DESCRIPTION**

ROLE: Business Development Executive – Part Time - Fixed Term

RESPONSIBLE TO: CEO

JOB PURPOSE: Drive the success of Open Age online platform by engaging with potential customers such as Housing Associations, Community Health Providers, and Local Authorities.

MAIN RESPONSIBILITIES:

1. Prospect Research and Lead Generation:

- Identify and research potential customers and market opportunities.
- Build and maintain a robust pipeline of leads.

2. Sales and Business Development:

- Develop and implement effective sales strategies to promote the online wellbeing platform.
- Reach out to prospective customers via calls, emails, and meetings to present the platform.
- Tailor presentations and proposals to the needs of each customer segment.
- Negotiate and close sales to achieve or exceed sales targets.

3. Relationship Management:

- Build and maintain strong relationships with key stakeholders and customers.
- Provide ongoing support and follow-up to ensure customer satisfaction.

4. Proposal Development:

- Write and develop compelling proposals and sales materials.
- Collaborate with the CEO and Chair of Trustees to refine sales pitches and proposals.

5. Market Feedback and Reporting:

- Gather feedback from customers and the market to inform the development of the platform.
- Report on sales activities, progress, and market insights to the CEO and other key stakeholders.

PERSON SPECIFICATION

SKILLS AND EXPERIENCE:

Essential:

1. Experience and Knowledge:

- Proven experience in sales or business development.
- Understanding of sales processes from lead generation to closing deals.

2. Skills and Abilities:

- Excellent communication and presentation skills.
- Strong interpersonal and relationship-building abilities.
- Self-motivated and able to work independently with minimal supervision.
- Strong organisational and time management skills.

3. Attributes:

- Results-oriented with a proactive approach to driving sales.
- Adaptable and flexible with a willingness to work in a hybrid environment.

Desirable:

1. Sector Knowledge:

- Experience or knowledge of the housing or care sectors.
- Familiarity with the challenges and opportunities in providing services to older people.
- Passionate about improving the wellbeing of older people.

2. Technical Skills:

- Proficiency with CRM software and online sales tools.
- Ability to create engaging sales presentations and materials.

This job description outlines the primary duties and responsibilities for the Business Development Executive role. However, it is not exhaustive, and the post holder may be required to undertake other duties within the scope and spirit of the role.