

BUSINESS DEVELOPMENT MANAGER

BACKGROUND, CHARITY INFORMATION, JOB DESCRIPTION AND PERSON SPECIFICATION

Background

South Downs Leisure (SDL) is a limited company and charity, responsible for the delivery of sport and leisure facilities across Adur and Worthing. Headed up by a board of local trustees, SDL works with over 50 local clubs and charities, schools and wellbeing providers and are dedicated to enhancing the lives of local residents.

Established in 2015 it currently employees 450 staff over 8 sites. The company manages a turnover of approx. £7 million per annum and has around 9,500 members.

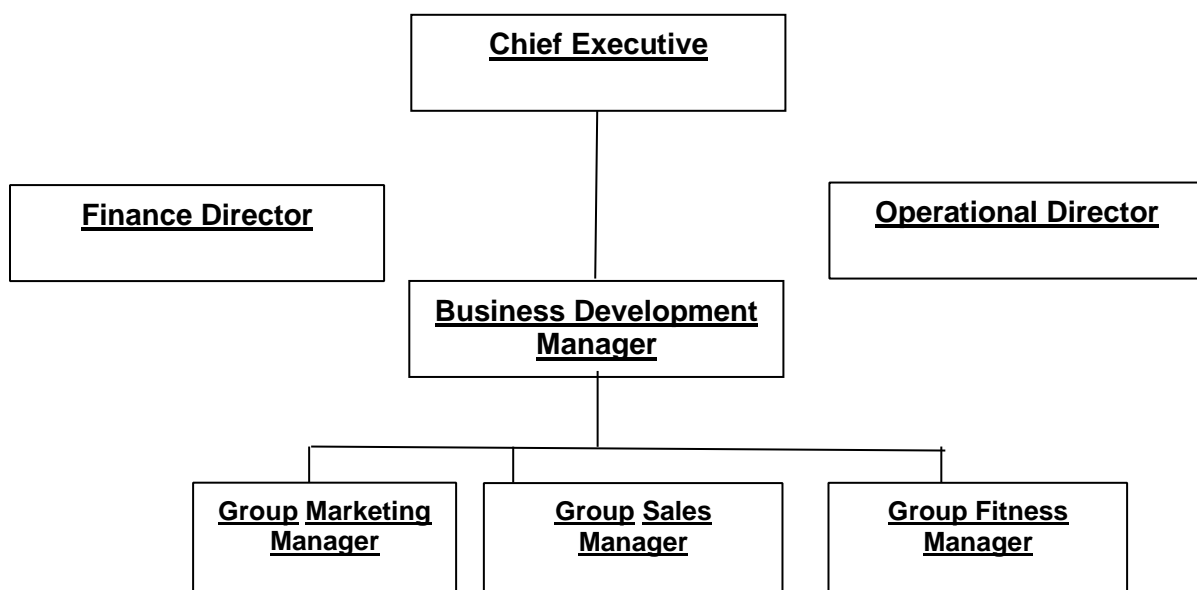
We also operate a subsidiary to the charity which focuses on Weddings and conferences and is based at Field Place Manor House. We hold approx. 60 weddings a year and numerous corporate events and parties.

Competitive Position

South Downs Leisure is experiencing increasing competition from other gym and leisure providers as well as the emergence of other charitable trusts and social enterprises in the marketplace. We have exciting plans to expand into Brighton in 2023 with the build of Sea Lanes Open Water Swimming pool on the sea front. Our focus over the next few years will be to return the membership base back to 12,000 members whilst building on our sustainability strategy.

Organisational Structure

As part of the senior management team, the post holder will report directly to the Chief Executive and be responsible for a team of 3 direct reports.



JOB DESCRIPTION

JOB TITLE	-	Business Development Manager
WORKING BASE	-	Cross-sites
RESPONSIBLE TO	-	Chief Executive
SALARY	-	circa £35,000-£40,000

OVERALL, PURPOSE OF JOB

- ✦ To oversee, lead and take responsibility for the management of Sales & Marketing and the Fitness teams for all South Downs Leisure Sites in line with the company objectives.
- ✦ To oversee Field Place and the Enterprise arm of the business and any staff that may fall within your remit due to projects or subgroups.
- ✦ To proactively look at identifying and progressing potential business opportunities and initiatives for South Downs Leisure.
- ✦ To monitor sales performance against targets and develop sales and marketing plans to deliver against targets.
- ✦ To develop our sustainability strategy and investigate new innovative ways to reduce our impact on the environment.

MAIN RESPONSIBILITIES

Marketing & Sales

To lead and manage the sales, marketing, communications, and Fitness functions for whole of South Downs leisure and Field place.

To develop the sales and marketing plans to maximise turnover for SDL.

To develop a sales and marketing plan for Field Place to maximise its income

To oversee statistical analysis of financial and user information in order to highlight trends within the operation and to formulate future strategies particularly with digital marketing.

To work closely with the Operations Director to develop a members retention plan to reduce attrition rates and lead the implementation of that plan

To promote our sustainability projects to both members and staff.

Communications

To lead on, develop and implement the digital transformation plan for external and internal communications.

To ensure we have a strong link between the sales targets, teams and the marketing communications.

Business planning

To lead on the business planning process for the organisation producing the annual delivery plans for the South Downs Leisure and for the Enterprise.

To produce quarterly updates for the Board on the progress against the delivery plans and budgets.

The CEO will lead on identifying new contracts and business opportunities for the leisure Trust but this role will support the CEO in developing the business cases or leading on responses to tenders relating to South Downs Leisure.

To identify other business opportunities in the hospitality sector that could be developed to supplement the business of Field place.

To support the Exec team on any responses to any tendering processes for new opportunities.

To manage and have oversight of the health and well-being programmes and develop a plan to maximise our contribution to increasing health & wellbeing across the Adur and Worthing area.

Staff management

To inspire and promote innovation from your management teams in line with customer demand and trends.

To undertake annual PDR's of staff and regular 1-2-1 meetings and to recruit and develop the staff as and when required.

Manage staff holiday and manage sickness following the sickness management policy.

Budget management

To take a corporate and team ownership and responsibility for the overall South Downs Leisure and South Downs Leisure Enterprise budget to ensure we meet targets, deliver efficiencies and generate new income.

To hold budget responsibility for the Enterprise, Sales & Marketing team, Fitness and any events or funding projects on a monthly basis.

General

To work in close association with the Operations Director to ensure continuity of service and continuous improvement.

To represent South Downs Leisure at external meetings, conferences and corporate events.

Build and maintain effective working relationships with key influencers and decision makers in the leisure sector.

To provide the necessary reports to the Board on their areas of responsibility.

To attend occasional weekend and evening meetings and events when required.

To attend the Board meetings and Sales & retention committee meetings which are held in the evenings.

To undertake any other duties appropriate to the post in line with the Trust policies.

Date reviewed: June 2022

PERSON SPECIFICATION

Competencies and Knowledge

The successful candidate will have a successful track record of winning new business, either through public procurement or from private sector Business 2 Business sales and direct customer sales. Experience working across the wider leisure industry would be advantageous.

Candidates may have carried out a similar role in a comparable business, or played a part in the strategic direction and growth of an organisation. The successful candidate may be someone who is looking for the next opportunity, or who has already established a successful business and looking to apply this knowledge in another business as a new challenge or focus.

Assessment Criteria

It would be advantageous if the successful candidate can demonstrate that they have worked in a client focused organisation in which they have personally contributed to the success of the organisation in some way in terms of ideas, quality service, commercial success, profitability or stakeholder satisfaction. The candidate must be able to demonstrate experience of strategic change management. Below is the criteria from which the candidates experience and abilities will be assessed.

Knowledge and Experience

- Extensive marketing and sales experience.
- Strong knowledge of digital media and online sales, marketing & promotions.
- Experience in business planning and strategy development.
- Experience in managing complex change.
- Ability to put together a business proposal and response to tenders.
- Ability to deal with the local media and coordinate campaigns Ability to manage and develop staff.

- Report writing and analysis.
- Budget management experience.
- Experience within a comparable leisure based organisation or at director level in another.
- Effective written skills, with creative writing skills.
- Ability to lead on customer service delivery and continually seek to further develop / enhance the customer experience.
- Effective communication skills to deal with colleagues / members of the public in all formats.

Analytical / Judgmental Skills

- Adaptable and flexible to change with the demands of work and the team in an effective and positive way.
- Numerically astute with the ability to interpret and analyse data.
- Excellent verbal, presentation and communication skills.
- Solution focused.

Planning and Organisational Skills

- Excellent planning, organisational and project management skills.
- Able to multitask effectively and efficiently to work well under pressure and meet deadlines.
- Innovative in their approach.
- Ability to produce business proposals, detailed and accurate business reports. Highly attuned, with strong attention to detail.

General

- Strong relationship building skills with a confident and engaging personality.
- Team management experience and awareness of performance management tools and techniques such as 1-2-1's and Performance Development Reviews.
- Tenacious, ambitious and professional at all times.
- Flexible in style, resilient in nature, someone who can inspire, push boundaries and take on new challenges.
- Competent manner, with an identifiable presence, quietly assertive.

Technology

- Excellent IT Skills across a range of platforms.
- Knowledge and experience of social and digital media development or use.

Qualifications

- A degree or equivalent is desirable and preferably this is in business or marketing.
- GCSE Maths and English grade C or above (or equivalent qualification)

Other

- Full Driving license and use of own transport to travel between sites and for business meetings.

CONDITIONS OF EMPLOYMENT

TITLE	Business Development Manager
REPORTING TO	Chief Executive
ACCOUNTABLE TO	Board
LOCATION	TBC, Worthing or Adur
REMUNERATION	circa £35,000- £40,000
PENSION	Auto Enrolment into the Group Pension Scheme
HOLIDAYS	229.4 hours (31 days) which include bank holidays
WORKING HOURS	The role is full time and both evening and weekend working is expected around campaigns and board meetings.
NOTICE PERIOD	3 months