**QUIET COMPANY**

**JOB DESCRIPTION**

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| **JOB TITLE:** Business Development and Revenue Manager **REPORTING TO**: Chief Operating Officer **LINE MANANGES**: Sales & Events Team Leader Marketing and Media Officer Business Development Officer  **DEPARTMENT**: Sales and Marketing **DATE**: April 2021  |
| Quite Company is a trading subsidiary of Britain Yearly Meeting (BYM) Quakers in Britain  |

 **Job Purpose**

The Business Development and Revenue Manager is responsible for maximising sales revenue generation at Friends House in line with companies ethical values and for the marketing across the company brands (Swarthmoor Hall, Quaker Centre and Facilities) which it runs on behalf of BYM.

The role oversees the day to day departmental operations, ensuing all customers receive an exceptional customer experience from enquire to billing and that team engage with the clients to build long and lasting relationships.

# 1. Accountabilities & Tasks

# Business Development and Sales

* Oversee business and revenue development for the entirety within the framework of the business plan including:
	+ the generation of sales through processing of conference enquiries and bookings within the Hospitality department and ensure correct & timely invoicing process.
	+ meeting relevant revenue targets.
	+ oversee the process of gathering and managing customer feedback and complaints.
	+ relationship management and engagement of both agents and customers.
	+ marketing, social media and PR activities via utilising both internal resources and external agencies and oversee website development.
	+ oversight of the design and production of collateral and marketing materials for all the brands.
* Maintain the department systems and assist with any upgrades and liaise with the BYM Financial Controller and Business Partner for integrity of income and expenditure data uploaded to the financial system.
* Co-ordinate the annual departmental sales and marketing budgets.
* Control profit and cost centres to meet the budget.
* Report periodical financial results and year-end forecast supported by analysis of sales and benchmarking data.
* Oversee the yearly communications and marketing plan setting targets and reporting against them.

# Management of staff and departmental leadership

* Manage staff within department and oversee their support, wellbeing and development needs.

# Help the company realise its aspiration to be an exemplary employer, including by upholding the *Companies Commitments* and the values of the organisation in your management of staff.

* Plan, manage and monitor the delivery of a high standard of work by staff reporting to this post.
* Undertake staff annual joint reviews and monthly/quarterly one-to-one’.

# Together with other managers within in the department, take joint responsibility for leading that department by helping develop departmental goals that contribute to companies objectives, and by motivating and guiding staff towards achieving those goals.

# Act as building duty manager as required.

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# Operational Management and Planning

* Produce a yearly business development plan and report quarterly.
* Contribute to the development and delivery of companies’ operational plan.
* From time to time, work collaboratively with other managers within in the company and across BYM to help achieve shared organisational goals, including working in clusters where appropriate.

# Budgeting

* Make best use of companies’ finances by developing, applying and monitoring accurate budgets that reflect the organisational goals.
* To produce information for rolling three year budgeting cycle and to monitor and report against targets.

**2. Intellectual Demands**

* The role requires high level of attention to detail, analytical thinking, analysis of data and trends. The role has a wide remit of tasks needing to be achieved so prioritising the competing demands is essential.
* Working with the BYM finance team on systems integration to simplify controls for users and ensure it improves customer billing and statements.
* Organisational and interactive skills to act the key point of contact between customers, staff members involved in handling large events.

 **3. Judgements**

* The post is operational and has agreed delegated authorities within the framework of the company business plan. The post receives monthly supervision.
* The post makes operational and professional decisions on a daily basis that have to be considered against any effect they may have on the quality of the service or any impact they might have on the other parts of the business.
* The post holder is expected to make both operational management and commercial decisions on a daily basis, including providing advice to customers.
* The post has to produce competitor analysis and benchmarking updates on a yearly basis so as to advise the senior team on pricing in a very competitive market for the following year.

**4. Use of Resources**

The post holder is responsible for:

* full and part time staff.
* oversight and reporting on overall department sales and marketing budget.
* planning and procurement of marketing and advertising resources, systems and materials.

**5. Communications**

The post holder primarily communicates regularly and frequently with internal and external customers.

**Internal**: 30%

Primary contacts include other department managers, members of the board, senior department colleagues and staff via:

* Attending meetings and supervisions
* Carrying out regular operational meetings to review and plan
* Conducting monthly team meetings with staff and ensure all operational information is communicated
* Prepare quarterly operational reports for board meetings

**External**: 70%

Primary contacts are customers and booking agencies using Friends House. Secondary contact is with suppliers and company representatives. Communications require agreeing service level requirements, negotiation, persuasion and relationship building. Oversight of the development of webpages, advertising and the marketing of managed services, and social media sites which improve communication of service information to new and existing customers.

**6. Physical Demands & Co-ordination**

There are no unusual physical demands required of the post holder

**7. Working Conditions and Emotional Demands**

The role is office based and requires a significant level of concentration.

**OTHER RESPONSIBILITIES:**

* To undertake duties and responsibilities commensurate with the post
* Responsible for ensuring that BYM’s Safeguarding Policy is adhered to in all aspects of the role
* Responsible for ensuring that BYM’s Equal Opportunities Policy is adhered to in all aspects of the role
* Responsible for ensuring that BYM’s Health & Safety Policy is adhered to at all times
* Responsible for ensuring  that BYM’s commitment to sustainability is adhered to in all aspects of the role
* Responsible for ensuring that Britain Yearly Meeting’s Staff handbook is adhered to at all times.

**QUIET COMPANY**

**PERSON SPECIFICATION**

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| **Job Title:**  Business Development and Revenue Manager **Department:** Sales, Marketing Events Friends House **Date:** April 2017 |

**ESSENTIAL SKILLS & KNOWLEDGE**

* Day to day operational management of a busy sales team.
* Business development, customer relationship management and marketing.
* Budget preparation, phasing, managing, forecasting and reporting of sales / costs.
* Leadership though enabling, motivation and constant development of a customer

 focused team.

* Influencing and negotiating.
* Planning, decision-making and problem solving ability.
* Strong IT background that includes booking management and CRM systems and

 interfaces with other systems.

**ESSENTIAL QUALIFICATIONS**

* A degree in business management or equivalent i.e. NVQ or relevant years’ experience gained within the hospitality sector or similar related business.

**ESSENTIAL EXPERIENCE**

* 3 to 5 years’ experience working in commercial sales management role from within a business that provides events, conference/meeting and associated services.
* Developing and maintaining a strong customer relationships.
* Running effective communication and marketing campaigns across a range of digital mediums.
* Proven inter-personal skills, attention to detail and the ability to communicate well with an wide range of stakeholders from a variety of different backgrounds
* Demonstrable ability to adapt to an ever-changing environment.
* Effective contract management of third party provider’s / event booking agencies.
* Setting individual / team objectives and managing staff performance though a

 regular review process.

**DESIRABLES Skills & Knowledge**

* Knowledge of and sympathy with Quaker values
* Knowledge or experience of working with Rendezvous (NFS)
* Knowledge or experience of working with accounting packages – PSF / Sage etc
* Events management

The potholder is expected to demonstrate, Company & BYM mangers commitments, and uphold Quaker Values.

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| Job Description Agreement Post holder:Manager:Date:  |