

Business Development Manager

Where Manchester meets the world...

Manchester Central is an award-winning, globally renowned venue in the heart of one of the world's most vibrant cities. This iconic convention centre offers world class flexibility and state-of-the-art facilities that provide a dynamic venue for some of the world's leading conferences, exhibitions and events.

It is fundamental to our continued business growth that we have a compelling people strategy to help us realise our challenging company goals. This role will play an important part in sustaining our continued business growth.

Business Development Manager

Competitive salary up to £30,000pa + 20% bonus (subject to bonus scheme rules) / 25 days holiday plus bank holidays / contributory pension scheme / discounted car parking

Manchester Central is pleased to announce the vacancy of a Business Development Manager. Reporting directly to the Head of Venue Sales, this role is working on a full time, permanent basis.

Your duties and responsibilities will include but are not limited to:

- Proactively seeking out and nurturing new business opportunities across a breadth of sectors to deliver revenue growth for the venue
- Building a sales pipeline of qualified leads to pass on to the account managers
- Identifying trends and customer needs to develop strategies and product offerings to take to market

The ideal candidate will have:

- Experience of delivering against sales targets, particularly in a Business Development role
- Experience of using a CRM
- A successful track record in B2B sales and negotiation
- A passion for and good knowledge of the city of Manchester

You must be:

- Skilful at pitching and closing business over the phone, remotely and face to face
- Able to use your intuition and initiative and have a hunger for information
- Focused and self-motivated with a proven ability to work in a team or as an individual

To apply for this exciting opportunity, please send a CV and covering letter including details of your current salary and two references to:

Ref: Business Development Manager

FAO: HR Team

Email: careers@manchestercentral.co.uk

Closing date for applications: 21 October 2021 (5PM) We reserve the right to bring this date forward if a sufficient number of suitable applications are received

Manchester Central is an equal opportunities employer. All applicants who meet the essential criteria and identify as having a disability in their covering letter will be guaranteed an interview.

JOB DESCRIPTION

Business Development Manager

SALARY	£30,000 + 20% Bonus (subject to bonus scheme rules)
Hours	37.5 hours per week
WORKING PATTERN	Monday to Friday
LOCATION AND BUSINESS AREA	Manchester Central – Sales
AIM OF THE ROLE:	To work as part of the Manchester Central Sales Team, identifying new opportunities to grow revenue and diversify the client base. To bring experience and a proven track record of successful business development, establishing relationships with new opportunities, representing the business with senior stakeholders across the event sector.
DIRECTLY RESPONSIBLE TO:	Head of Venue Sales
DIRECTLY RESPONSIBLE FOR:	N/A

MAIN AREAS OF RESPONSIBILITY

- Proactively seek out and nurture new business opportunities across a breadth of sectors to deliver for revenue growth for the venue, building a sales pipeline of qualified leads to pass on to the account managers within the team.
- Identify trends and customer needs to develop strategies and product offerings to take to market.
- Be visible to our customers and prospects by attending numerous networking events.
- Working closely with city partners to create sales opportunities for the business including Marketing Manchester; Manchester City Council; local hotels; networking groups including Pro-Manchester and Downtown in business.
- Maintaining a clear and concise pipeline of research opportunities, against financial year end targets
- Independently conducting show rounds of the venue and familiarisation trips when required
- Entering new leads into the Manchester Central data base system as well as following a continuous account maintenance programme of account profiling and development
- Achieving and reporting on monthly targets against set criteria and KPIS
- Assisting the Sales Team with general administrative support in lead development
Become an expert on the event industry, the competitive landscape and marketing cycle.

About us:

Our purpose is to connect people, ideas, and business through meaningful and rich experiences.

Our customers choose Manchester Central because of the experiences we help them to create. We help them to make something happen – the energy and connection that creates memories.

We help them to grow their businesses – connecting with their customers, partners, suppliers, and employees. We bring people together to share ideas and make plans. We pay attention to the details so our clients can pay attention to their guests. What makes us different is the creativity, professional delivery expertise and passion of our team.

The qualities of our people:

Our people are pretty fabulous. They really love our industry, our customers, and what we do. We have high expectations of each other and live up to the standards we've set.

The people who are happiest working for us want to get stuck in and make things happen for a great purpose. They want the challenge of a fast pace, lots of energy and a great team to work with.

We are a special group who have chosen to work together, and we share these characteristics:

Expert & specialist. We're highly respected and super proud of our level of expertise – making the complexity of what we do look effortless.

Flexible. We're all about innovation and trying new ways to create experiences for customers. We're really flexible to meet our customers needs.

Positive and energetic. There's a great energy across the business and sense of teamwork - it feels like a family. We have fun at work and there's plenty of social activity.

Ready to grow. Careers are important to us too – some of our senior leaders started out as team members and then progressed their careers.

If people move on from working with us, they'll always have improved their skills and experience along the way.

Committed. Our people show huge levels of commitment for our customers, and they're determined to get the job done. Events always build up to a crescendo of activity, so it's not always easy. Even when there's pressure it's still a great place to work.

We have a Code of Conduct sets out the right way to do business at Manchester Central. The reputation and integrity of our business is based on all of the decisions we've made, the way we manage our business and what we deliver. These actions and decisions have built up the trust we've earned with our customers, suppliers, communities and colleagues.

Our people pay attention to respect in our workplace, doing the right thing and safeguarding our company and each other.

Person Specification

Education and Qualifications	Essential	Desirable
Degree level educated		✓
Experience		
Demonstrable experience of delivering against sales targets, particularly in a BDM role.	✓	
Equally skillful at pitching and closing business over the phone, remotely and face to face.	✓	
Experience of using a CRM	✓	
Experience and contacts in the events industry		✓
Skills		
Natural salesperson with persuasive skills and the ability to build rapport at all levels.	✓	
Confident communicator, via face to face, presentations, written and oral.	✓	
Successful track record in B2B sales and negotiation.	✓	
Ability to research and qualify leads	✓	
Ability to use intuition and initiative, a hunger for information.	✓	
Personal Attributes		
Passion for and good knowledge of the city of Manchester	✓	
Target driven	✓	
Focused and self-motivated, with a proven ability to work in a team or as an individual	✓	