



JOB DESCRIPTION & PERSON SPECIFICATION

1. JOB INFORMATION

Post Title: Business Development Manager
Reference Number: SGIL003
Mode: Full Time - home or Coventry office based

2. Job Description

The individual will be part of the SGIL team based at the Technology Park in Coventry and fills a critical role in achieving revenue targets for profitable business within the business plan. In addition to prospecting for new accounts, the BDM will also have an account management role within the existing client base.

3. Main Duties and Responsibilities

1. Prepare and deliver 'action plans' for generating new sales leads and prospects
2. Generate sales that ensure attainment of company business plan revenue and profitability targets
3. Initiate and coordinate the development of plans to penetrate specific markets
4. Assist in the sales execution of marketing plans as required
5. Create and deliver presentations
6. Create and deliver competitive proposals within margin targets with team technical support
7. Responsible for undertaking initial presentations and proposals to new and existing clients whilst maintaining ongoing relationships with existing client base
8. Attend trade shows, conferences and exhibitions and building a client network as required to fulfil the requirements of the role
9. Update and maintain CRM records in accordance with company policy including proposals, activities, proposal feedback, sales wins etc.
10. Provide regular and timely feedback to senior management regarding sales performance
11. Undertake such duties as may be specified from time to time by the Managing Director of SGIL

Other Responsibilities

- Carry out all duties in accordance with the SGIL Equal Opportunities Policy and other policies designed to protect members of staff from harassment. The individual should also counteract such practice or behaviour by challenging or reporting it.

- Ensure compliance with Group policy on managing personal data
- Take all reasonable care of the health and safety of yourself, other people and resources
- Whilst at work, to comply with the SGIL Health and Safety Policy, Codes of Practice and local rules and regulations.

Supervision Received

- Managing Director

Contacts

- SGIL clients and potential clients
- SGIL Staff
- Visitors to SGIL
- Representatives of Partner organisations
- University Group staff
- External contractors, partners and suppliers

Person Specification

ATTRIBUTES	ESSENTIAL	ADVANTAGEOUS
Education/ Qualifications	University degree in a subject area relevant to the area of work or equivalent demonstrable experience	
Experience (Paid and Unpaid)	8 years + experience of working in a similar position i.e. a Senior Technical Sales role ideally within large scale bespoke digital production organisation	Experience of a similar sales management role within a serious games / 3D simulation environment.
Job related skills/ Aptitudes	<p>Proven experience of the ability to work under pressure of targets and quotas</p> <p>High level of proficiency in all MS Office applications</p> <p>Excellent personal organisational skills</p> <p>Experience of developing and writing proposals , including the costing and pricing of bespoke solutions to meet identified client needs</p> <p>Excellent presentation skills</p> <p>Ability to manage workload, priorities and time</p> <p>Ability to work on own initiative whilst contributing as a member of a team</p>	<p>Experience of using CRM software to track business development activities</p> <p>Experience and ability in public / conference speaking</p>
Interpersonal Skills	<p>Ability to communicate with staff and external bodies at all levels</p> <p>Ability to influence and motivate others to achieve common goals</p> <p>Well-developed consultancy and relationship management skills</p>	The ability to approach issues positively, seeking solutions where necessary
Other Requirements	<p>Full driving licence and own car for business travel</p> <p>Ability to work flexibly to meet the needs of the business</p>	

	Ability to represent SGIL locally, nationally and internationally as required	
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4. PROCEDURE FOR APPLICATION AND APPOINTMENT

1. To apply for this position, please submit the following to info@seriousgamesinternational.com

- **a current CV**
- **a covering letter** setting out the title and reference number of the position for which you are applying, stating the reasons why you are attracted to the position and what relevant qualities and experience you believe you can bring to the position. Please also confirm that you are entitled to work in the UK

Applications can be submitted to info@seriousgamesinternational.com

2. Referees

Referees must be people who can comment authoritatively on you as a person and as an employee and must include your current or most recent employer or his/her authorised representative. Confidential references will be taken up on offer of appointment.

3. **Interviews will be conducted initially by phone then in person by a panel.**

4. Closing Date

The closing date for receiving applications is 15 September, 2017.

5. Acknowledgment of your application

You will receive a receipt of your application. We regret that because of the large number of applications we receive for posts we will only communicate further with shortlisted candidates. If you have not been contacted within 28 days of the closing date, you should assume you have been unsuccessful.