

JOB DESCRIPTION

Job Title: Business Development Executive

Reports to: Head of Key Account Management/
Senior Business Development Manager

Location: Warren Bruce Court, Trafford Park

Job purpose

To support the Business Development Managers by project managing new investment enquiries and aftercare provision, supporting on the delivery of MIDAS' core services to existing and potential investors in Greater Manchester and assisting MIDAS to meet annual inward investment targets from the MIDAS business plan.

Key Accountabilities

Management of web/telephone and email based enquiries, allocating, where possible, to the relevant Business Development Manager or individually handling, in order to successfully land projects within the Manchester City Region.

Support Business Development Managers, by project managing the delivery of MIDAS services to investors where opportunities have been identified through MIDAS new business activity and the aftercare/investor development programme.

Undertake desk based research to support the Business Development Managers in identifying new lead opportunities.

Research & deliver intelligence that will inform proposition development for new investment projects.

Working with colleagues, help in the development of existing and new services that increase value to investors and, therefore, increase the number of opportunities for investment.

Working with the Business Development Managers, to identify gaps in collateral provision and support the information gathering process, to help Manchester maintain its competitive edge.

Become a specialist in areas of service provision, working closely with partner organisations such as universities, other Manchester Agencies and other public and private sector bodies, developing strong links which continually improve service levels to investors.

Maintain and increase personal knowledge of priority sectors; market trends and routes to market for improved effectiveness within a sales support function.

Support Business Development Managers in general business development activity where necessary, for example with events, networking, investor visits etc.

Support Business Development Managers in account management activity, wherever necessary, for example attending meetings with the Business Development Manager, recording minutes etc.

Maintain a network of contacts that will support the work of the Business Development Managers and contribute towards the communications planning and delivery to that network.

Develop propositions, presentations and reports, as required by the Business Development Managers or Senior Management Team.

Maintain current and relevant generic propositions and presentations to support the Business Development Managers lead generation activity.

Update the MIDAS CRM system, assisting the Sales Analyst with the development of the system where necessary and helping to provide management information and reports, as required.

If directed, provide sales support on behalf of Business Development Managers, for example handling small project enquiries, from enquiry through to successful conclusion.

Adopt a co-operative and positive style of working with other MIDAS staff and with partner organisations with a shared interest in inward investment and sector development in Greater Manchester.

Additional Information

Corporate Level

Take responsibility for behaving in a manner that supports the MIDAS Culture and Values, and the Leadership and Management behaviours.

Local Level

Every employee is required to keep themselves up to date with MIDAS's Health & Safety policy and contribute to keeping the office environment a safe place to work.

MIDAS prides its self on being an Equal Opportunity employer and values the diversity of all its employees. It also expects employees to act in ways that support this ethos.

Learning & Development is a shared responsibility between MIDAS and its employees. Individuals are expected to play an active role in identifying and undertaking development activity.

Person Specification

Criteria	E/D	Evidence
Qualifications Ideally educated to degree level		CV & Covering Letter
Knowledge Capacity and aptitude to undertake research and collate information as required A knowledge of local and national grant regimes and business support available to companies		CV, Covering Letter & Interview
Skills & Experience Project Management experience/qualification Varied – good interpersonal/communication skills Experienced and confident in writing propositions/bids, creating presentations and writing external reports Experience of pro-actively generating leads An understanding of the sales process or experience within a sales or sales support role		CV, Covering Letter & Interview
Personal Qualities & Attributes Able to communicate and converse effectively with senior people in order to gain trust and confidence. Focused, output driven and able to met deadlines on a regular basis. Personable, professional with high levels of probity and integrity.		Interview