

PART 2: DUTIES & KEY RESPONSIBILITIES

JOB TITLE:	BUSINESS DEVELOPMENT MANAGER - NORTH
JOB HOLDER:	
DATE UPDATED:	08/01/2025
REVISION (HR Office Use):	

1 MAIN PURPOSE OF THE JOB

The Business Development Manager will be responsible for securing new business, maintaining/developing existing relationships and promoting the CIOB's portfolio of products and services across the Region.

They will drive forward membership growth at an individual and corporate level along with the growth of other revenue generating streams (such as Academy training and other products/services as they are developed). They will work collaboratively with their Regional colleagues to develop and maintain key strategic relationships within the region, to grow the CIOB's influence, recognition and reach.

2 POSITION IN ORGANISATION

- Sits within the Acquisition team
- Reports to the Senior Business Development Manager
- Key member of the North Super Region, working collaboratively with colleagues within the region, including the Regional and Policy Managers, Education Liaison Manager, where relevant, to drive progress and growth
- Key member of the Acquisition Team within the Membership Directorate, working collaboratively with colleagues both within the team and across the broader CIOB regions to support the achievement of the Corporate Plan objectives and Regional Strategies
- Home based working.
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3 DIMENSION & LIMITS OF AUTHORITY

- Working to monthly and annual target
- Manages a company credit card in line with policy
- Limit of authority – budgeted expenditure – up to £2,000 (Manager level)

4 SKILLS & EXPERIENCE

- Demonstrable business development, consultative sales, account and relationship management experience with a proven track record of meeting and exceeding targets and KPIs
- Motivated to achieve results, with a high degree of professionalism, honesty and integrity
- Excellent all-round communicator with the ability to adjust their communication style to a wide range of audiences and levels of seniority
- Ability to utilise strong questioning and listening skills to understand customer needs
- Experience of presenting to and engaging with customers at a senior level to win business
- Strong influencing and negotiating skills with a passion for networking and building and maintaining relationships
- An effective decision maker with proven experience of managing own workload and the ability to manage conflicting priorities

- Excellent IT skills: a proficient user of Microsoft Office software, internal systems and social media with demonstrable experience of management of data within a CRM system
 - Ability to work from home with minimal supervision
 - Strong team player with the ability to collaborate effectively with colleagues from across the business, working towards a common goal
 - Willingness to travel (on average 5-7 appointments per week, self-secured) and work flexible hours to meet the organisation's needs (evening events may require attendance)
 - Ability to plan time effectively to minimise travelling distances between appointments
 - Driving licence is essential
 - Experience of the construction and built environment sector or within a professional body is desirable but not essential.
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5 DUTIES & KEY RESPONSIBILITIES

Business Development

- Proactively build, develop and maintain relationships with local employers (larger companies and SMEs), education establishments and other stakeholders to raise the profile of the CIOB and build a solid deliverable pipeline for new business in line with the objectives of the Corporate Plan
- Strive to meet and exceed regional targets for the CIOB's portfolio of products and services – including different revenue streams, individual and corporate membership growth, events, sponsorship, Academy courses and education routes
- Act as Key Account Manager for a defined range of accounts in the region, building and maintaining excellent working relationships to drive ongoing business and revenue from these accounts and ensure they are gaining the best value from their relationship with the CIOB
- Gather local insight and intelligence to regularly provide feedback on the industry, local economy, competition, opportunities and challenges to the Super Region matrix team. Utilise this insight to carry out market assessment and prioritisation activities within the region, and to feed into the CIOB Academy and Product Development team to support the ongoing review and development of CIOB products and services
- Work collaboratively with colleagues across the Region to drive the success of the region and gain/increase CIOB awareness
- In collaboration with colleagues across the organisation and within the region, participate in targeted, often seasonal campaigns to follow up local, qualified leads for acquisition activities e.g. in progress online applications, web leads
- Ensure that CRM is kept current with details of all activity/outcomes and potential leads, to facilitate effective functioning of the Region
- Extensive travel within defined Super Region boundary, overnight stays may be necessary. Occasional travel to Bracknell and London offices. All expenses to be submitted timely
- Approach all business in a professional manner including dress code, having correct materials and information for meetings
- Contribute to and provide feedback on Marketing campaigns and strategies

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- Prepare monthly reports to line manager.

Account Management

- Develop and maintain strong relationships with existing customers with focus on SMEs and larger companies
- Conduct regular review meetings with existing customers to secure feedback, identify areas for improvement, update on CIOB activities that might be of interest (up sell/cross sell)
- Ensure customers within the CBC Scheme are renewed annually and continue to be compliant with Scheme Rules.
- To maximise upsell and cross sell opportunities across the CIOB product portfolio
- Coordinate activity accounts where appropriate. This may include cross regional matrix working, e.g. routes to membership workshops and Academy training needs assessments
- Work with the Senior Business Development Managers, to develop, set and meet budget/targets
- Ensure that CRM is kept current with details of all activity/outcomes and potential leads, to facilitate effective functioning of the Region
- Prepare monthly reports to line manager.

This is not an exhaustive list of responsibilities, and the post-holder will pro-actively get involved in other activity as needed to support the development of their Region and the overall achievement of the CIOB's objectives under the Corporate Plan.

Business Development	60%
<ul style="list-style-type: none"> • Relationship Building and Business Development: Develop and maintain strong relationships with local employers, education providers, and stakeholders to promote the CIOB and secure new business in alignment with the Corporate Plan. • Revenue and Membership Growth: Drive regional targets for products, services, and memberships, contributing to revenue growth through events, sponsorships, Academy courses, and education pathways. • Market Insights and Strategic Feedback: Collect and share market intelligence to inform product development and prioritize regional opportunities while addressing local challenges. • Cross-Team Collaboration: Partner with regional and organisational colleagues on campaigns, lead generation, and initiatives to enhance CIOB's presence and impact. • Operational Excellence: Maintain CRM accuracy, adhere to professional standards, and provide timely reporting to ensure effective regional operations. • Travel and Representation: Undertake regional travel and occasional visits to central offices, representing CIOB professionally in all engagements. 	

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Account Management	40%
<ul style="list-style-type: none">• Customer Relationship Management: Build and nurture strong relationships with SME and larger company clients, ensuring regular engagement through review meetings to gather feedback, identify improvement areas, and promote relevant CIOB services.• Retention and Compliance: Ensure activities lead to annual renewal of no less than 90% of Company Members.• Revenue Growth: Drive upselling and cross-selling of the CIOB product portfolio by identifying opportunities during customer interactions.• Collaborative Account Management: Coordinate account activities across regions and teams, supporting initiatives like membership workshops and training needs assessments.• Target Achievement: Collaborate with Senior Business Development Manager to set and achieve budget and performance targets.• CRM and Reporting: Maintain accurate and up-to-date records of all activities, outcomes, and leads in the CRM system, and deliver comprehensive monthly reports to the line manager.	

This is not an exhaustive list of responsibilities involved in the role and the CIOB reserves the right to change the scope of job in line with the operational requirements.

BOTH THE EMPLOYEE AND MANAGER WILL ELECTRONICALLY SIGN THE JOB DESCRIPTION ON PEOPLE HR.