

Role Profile:

Business Development Manager

Role title: Business Development Manager	Responsible to: Project and Products Manager
Team: Membership and Communications	Direct report: N/A
<p>Purpose of Role:</p> <p>This role is key to generating sales income, and growth of BVA's commercial products and membership offer by building and maintaining effective, mutually beneficial, and long-lasting relationships with key audiences.</p> <p>In particular, the postholder will develop and implement sales and growth strategies for the <i>Great Workplaces by BVA</i> accreditation scheme by building a pipeline of new customers, and nurturing relationships with accredited workplaces and ensuring long-term partnerships.</p>	
<p>Key Responsibilities:</p> <p>Business Development and Sales</p> <p><i>Great Workplaces by BVA</i></p> <ul style="list-style-type: none"> Lead the growth of the <i>Great Workplaces by BVA</i> accreditation scheme by developing and executing sales and business development strategies. Work with colleagues to plan and deliver webinars to introduce and promote the <i>Great Workplaces by BVA</i> accreditation scheme, with effective follow-up to ensure sales conversion. <p><i>Membership</i></p> <ul style="list-style-type: none"> Support the development of a B2B acquisition strategy to grow BVA membership, with a particular focus on targeting small groups and practices, ensuring growth KPIs are met. <p><i>Common to all work areas</i></p> <ul style="list-style-type: none"> Proactively identify, target, and convert new business opportunities, building a robust pipeline of prospective customers. Manage the full client lifecycle from onboarding to contracting, delivery, and billing. Deliver against agreed sales and income targets, with clear accountability for commercial success. Work collaboratively with the internal stakeholders to develop approaches and propositions that drive engagement and uptake. 	

Relationship Management

- Build and sustain strong, trust-based relationships with already accredited workplaces and small group members, ensuring high levels of satisfaction, engagement, and retention.
- Establish regular mechanisms for collecting, analysing, and acting on customer feedback to improve service delivery and customer experience.
- Represent BVA at industry events, conferences, and networking opportunities to raise the profile of the accreditation scheme and group membership and build new relationships. Overnight stays will be necessary on occasion.

Performance and Reporting

- Monitor and report on performance against commercial and engagement targets, providing regular KPI updates to senior leadership and the Board.
- Analyse market trends, customer behaviours, and competitor activity to inform sales strategy and identify growth opportunities.
- Work with the Senior Projects and Product Manager to ensure the *Great Workplaces by BVA* meets its financial performance targets.

Person specification

Knowledge, skills, and expertise

Essential

- Proven track record in business development, B2B sales, or account management.
- Strong commercial awareness with experience of meeting or exceeding sales targets.
- Excellent relationship-building and stakeholder management skills.
- Ability to think strategically and translate ideas into actionable growth plans.
- Customer-focused with a proactive, solutions-driven mindset.
- Excellent communicator, confident over all forms of communication, including chairing face-to-face meetings, presenting online to large audiences, and making phone calls to prospective customers.

Desirable

- Experience of delivering results in a membership, charity or not for profit environment.
- Knowledge and understanding of accreditation schemes.
- Experience in the veterinary or medical sector.