

JOB DESCRIPTION

General Information

Job Title	Business Development Manager	Reporting To	The Chief Executive
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General Purpose

Vivacity is charity managing many of Peterborough's most popular culture and leisure facilities. Our mission is to enrich lives by inspiring people through culture, sport and healthy living.

To be the engine room of Vivacity's business growth across the areas of sports, arts, heritage and literacy by maximising the income streams of new businesses and revenue channels.

To identify and bring to market new business opportunities designed to generate profits and/or better customer experiences.

Responsibility for any Financials or Direct Reports

- Budget Responsibility – annual revenue £100,000 plus capital development sums
- Working in a “matrix” environment, with colleagues engaged in operational functions, the organisation's marketing function and also, Senior Management Team peers.

Key Deliverables 2018-20.

New Business

- To deliver an innovative children's indoor play centre in partnership with Nene Park Trust.
- To undertake a feasibility study into an indoor adventure sport centre (high ropes, bouldering, caving).

Existing Revenue Channels

- To bring together elements of our young people offer into a 'club membership package'
- To identify areas of potential financial growth from within our current business and ensure the delivery of increased net income. In particular create and then manage the delivery of a business revenue transformation programme.
- To develop new business products designed to attract and retain existing customers.

Requirements – Experience

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- At least 5 years' experience of working in a commercially orientated culture
- Must have excellent communication/presentation/influencing skills
- Proven track record of enabling sizeable (£1million plus) capital projects
- Proven track record of designing and delivering financially profitable membership packages (£500,000 income levels).

Requirements – Qualifications

- Graduate intellect
- Ideally a post graduate qualification such as an MBA
- Driving Licence
- You will live in or around Peterborough

Requirements – Personal Characteristics

- Outstanding relationship building skills
- Excellent influencing skills. Able to build rapport with ease.
- Convincing, enthusiastic, confident
- Numerate with excellent numerical analytical skills
- Excellent verbal reasoning skills
- Articulate presenter

Other Points

The post holder must be “on message” and happy to live the Vivacity brand in relation to our values and behaviours. Committed to improving the quality of people’s lives through delivering and enabling inspiring cultural and leisure opportunities. They will establish and maintain constructive working relationships with others

Benefits:

The role of Business Development Manager is offering a salary range of £32,000-£37,000 plus the following benefits:

- 24 days holiday, rising to 29 after 5 years (plus 8 statutory)
- Free Gym membership
- Free parking
- Death in Service payment (life assurance)
- Matched pension contribution

Please contact Sophia Little at The One Group, 01733 234000, slittle@theonegroup.co.uk if you are interested in discussing this role further.

Please note, all 3rd party applications will be forwarded onto and managed by The One Group and Sophia Little who is handling the recruitment process.

The One Group acts as an employment business for temporary positions and an employment agency for permanent positions. The One Group is committed to equal opportunity and diversity. Suitable candidates with equivalent qualifications and more or less experience can apply.



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