

## The Vegetarian Society Job description

<b>Job Title:</b>	Business Development Officer
<b>Reporting to:</b>	Head of Corporate Sales
<b>Department:</b>	Development
<b>Salary:</b>	£30,458
<b>Hours:</b>	35 hours per week
<b>Contract:</b>	Full-time
<b>Location:</b>	Manchester (or remote / hybrid)

### 1. Purpose of the role

My job influences, inspires and supports people to embrace and maintain a vegetarian lifestyle by generating income for the Vegetarian Society through the Vegetarian Society Approved Trademarks and other corporate initiatives.

#### Main Duties:

1. To act in a sales and marketing capacity generating income to meet targets from the sale of Vegetarian Society income generating services which include: Vegetarian Society Approved product accreditation and any other services as appropriate.
2. To carry out ingredient checking of proposed trademark products and menus.
3. To work to a monthly target ensuring client trademark licences are renewed.
4. You will need to ensure any related paperwork/administration is kept up to date and organised as required.
5. To include the use of, telesales, marketing support, client visits, exhibition attendance (UK and Europe), direct mail and any other methods as may be deemed appropriate.
6. To make follow up telephone calls on a daily basis to all contacts you have gained. You will also keep a record of all calls and appointments made.
7. To arrange and attend meetings with potential new clients and existing clients as necessary.
8. To submit a brief monthly report detailing new clients, potential clients, progress of sales leads and major tasks undertaken.
9. To stay up to date with appropriate journals, magazines and surveys in order to compile market information and obtain new leads for potential business.
10. To develop sales materials and other information detailing the benefits of our services and products.

11. To arrange and deliver the promotion of Vegetarian Society income generating services through exhibitions and similar events including attendance at such events as deemed appropriate by the Head of Business Services or Director of Business Development. Attendance at such events will include working away from home and/or working unsocial hours, building and dismantling stands and driving the van.
12. To participate in all aspects of training and development as directed and to use all learning opportunities to develop personal skills necessary to improve effectiveness, efficiency and service delivery.
13. To undertake any such relevant and appropriate duties at a level of responsibility consistent with the grade of the post which may be allocated.
14. To help manage the health, safety and welfare of yourself and your colleagues
15. To help minimize the environmental impact of the organisation and your own work

**Supervision of employees and complexity of leadership:**

1. Line managed by the Corporate Sales Manager
2. No line management responsibility

**PERSON SPECIFICATION: BUSINESS DEVELOPMENT OFFICER**

<b>Experience and Qualifications</b>	<b>Essential</b>	<b>Desirable</b>
Minimum of two years sales experience including face to face, telesales and direct marketing	<b>E</b>	
Telephone sales experience	<b>E</b>	
Customer service experience	<b>E</b>	
Commitment to and knowledge of vegetarianism, veganism and related issues	<b>E</b>	
Experience of writing copy both from scratch and from third party material		<b>D</b>
<b>Skills and Knowledge</b>		
Excellent telephone skills and enjoyment of communicating with people	<b>E</b>	
Excellent written communications skills	<b>E</b>	
A good level of IT literacy (experience of Microsoft Word/Excel/etc and some experience of using databases)	<b>E</b>	
Good literacy, numeracy and organisational skills	<b>E</b>	
Ability to communicate effectively with a wide range of people	<b>E</b>	
Confident manner and well presented with good professional discipline	<b>E</b>	
Ability to manage a busy workload	<b>E</b>	
An understanding and knowledge of how both small and large businesses work and how to communicate with them	<b>E</b>	
<b>Other Requirements</b>		
An empathy and understanding of the Vegetarian Society's vision, aims and values	<b>E</b>	
Must have a clean driving licence and be willing to drive a small van	<b>E</b>	
Willingness to work unsocial hours and away from home	<b>E</b>	
Fit and able to undertake manual handling at events	<b>E</b>	