

<b>JOB DESCRIPTION</b>	
<b>Job Title</b>	<b>Business Development/Sales Manager</b>
<b>Introduction</b>	<p>Each working day WJ receives an enquiry and issues a quotation or proposal. This typically results in a contract award each week with a win rate of approximately 1:5.</p> <p>The enquiries are initially assessed by the Design &amp; Bid Department, whose principal functions are:</p> <ul style="list-style-type: none"> <li>• Assess, allocate &amp; respond to all business enquiries.</li> <li>• Carry out designs and bids.</li> <li>• Undertake marketing activities in accordance with the Marketing Strategy – this may include; update and refresh website assets, produce marketing materials, attend business promotion events.</li> </ul>
<b>Key role objective</b>	<p>The principal function of this position is to take responsibility for managing our client relationships, securing tenders and supporting our next stage of growth.</p> <p>The role reports directly into the General Manager and will work proactively as part of the senior management team to manage and secure the sales pipeline.</p> <p>You will ensure the right business development, sales and marketing strategies are in place to achieve our ambitious targets. You will gain a thorough knowledge of the market and competitor landscape. The Company benefits from numerous existing relationships with key contractors, and you would be expected to continue to develop these existing relationships. as well as bring with you an additional network of contacts and potential clients across the industry.</p> <p>You will be an inspirational &amp; resilient leader and be pro-active in seeking innovative ways to exceed targets.</p> <p>You will be responsible for encouraging invitations to tenders, assist the Technical Manager and Design &amp; Bid Engineer in the design of dewatering and water management schemes and prepare, present and negotiate quotations and proposals to our customers.</p>
<b>Reporting to</b>	<p>General Manager (Line Manager) Responsible for ensuring communication between various departments to effectively and efficiently deliver WJ's Sales, Business Development and Marketing Strategies</p> <p>Technical Manager (Responsible for assessing design approach and 1st &amp; 2nd stage Designs and to work with the Business Development &amp; Sales Manager to deliver WJ bids and proposals to our customers</p>

<b>Management to</b>	<p>Line Manage and direct both the Design &amp; Bid Engineer (responsible for 1<sup>st</sup> stage Design, Bid Coordination and Bid preparation &amp; build up) and Graduate Bid/Sales Engineer (responsible for assisting Business Development activities and Bid preparation &amp; build up</p>
<b>Key areas of responsibility</b>	<p>Ensuring business development, sales and marketing targets and KPI's are met through selling across the full WJ portfolio of water management services.</p> <p><b>Business Development Activities</b></p> <ul style="list-style-type: none"> <li>• Champion and promote WJ's water management services across UK and Ireland across many Industry sectors</li> <li>• Pro-actively develop new business relationships and follow up potential new business opportunities in those target sector markets aligned with the strategic objectives of WJ UK</li> <li>• Manage and maintain accurate records of business development activity including regular reporting</li> <li>• Network with existing and prospective clients to maintain their awareness of WJ's water management capabilities.</li> <li>• Researching organisations and individuals online (especially on social media) to identify new leads and potential new markets</li> <li>• Researching the needs of our customers and learning who makes decisions about purchasing</li> <li>• Contacting potential clients via email or phone to establish rapport and set up meetings</li> <li>• Attending conferences, meetings, and industry events</li> <li>• Contacting clients to inform them about new developments in the company's services</li> <li>• Preparing and delivering a robust business development strategy for the UK business</li> </ul> <p><b>Sales &amp; Marketing Activities</b></p> <ul style="list-style-type: none"> <li>• Prepare bids, proposals and quotations in conjunction with Technical Manager and other Senior Management staff over design and bid approach</li> <li>• Work with Project Managers and wider team for the retention of the customer during the `one year rule` (financial year of customers first order plus the following full financial year) and any associated involvement in tender presentations / submissions and post tender follow up, to facilitate customer retention.</li> <li>• Preparing sales presentations</li> <li>• Participating and taking the lead in sales meetings</li> <li>• Preparing financial projections and sales targets</li> <li>• Regularly updating and completion of WJ's CRM system</li> <li>• Gathering all technical information required in order to complete design briefs to submit to the Design &amp; Monitoring Department</li> </ul>

	<ul style="list-style-type: none"> <li>• Preparing and delivering a robust sales and marketing strategy for the UK business</li> </ul> <p>This list is not exhaustive, and you may be required to undertake various other duties as may reasonably be required of you at your initial place of work or at any of the company's establishments or sites.</p> <p>The board of WJ Groundwater Limited is committed to the implementation and certification of an Integrated Management System to ISO9001, ISO14001 and OHSAS18001.</p> <ul style="list-style-type: none"> <li>• Assist in the development of the Integrated Management System</li> <li>• Administer IMS procedures and ensure objectives and targets are met.</li> </ul>
<p><b>Qualifications &amp; Experience</b></p>	<p>A motivated and hardworking individual with good written and communication skills is essential. Minimum 3 years' experience within the construction industry.</p> <ul style="list-style-type: none"> <li>• Business Development experience in the construction industry with a successful track record of building relationships.</li> <li>• Proven ability to establish profitable relationships with decision makers with companies and organizations</li> <li>• Demonstrable ability to communicate, present and influence key stakeholders at all levels of an organization</li> <li>• Solid experience with CRM software and MS Office (particularly MS Excel)</li> <li>• A relentless enthusiasm and tenacity to pursue commercial opportunities.</li> <li>• An understanding of Hydrogeology, Engineering Geology and/or Civil Engineering principles is beneficial</li> <li>• Understanding of construction market and associated supply chain (esp. main contractors and consultants)</li> <li>• Socially adept with excellent verbal, interpersonal and written communication skills - the ability to communicate complicated and sometimes sensitive concepts is crucial.</li> <li>• Resourcefulness, initiative and the ability to work unsupervised</li> <li>• Full UK Driving License</li> <li>• The ability to handle pressure and meet deadlines</li> <li>• Skill in prioritizing and triaging obligations</li> <li>• Attention to detail</li> <li>• Excellent listening, negotiation and presentation abilities</li> </ul>
<p><b>Working Conditions</b></p>	<p>The role is predominately office based and can be either out of our head office in Hertfordshire or our satellite office in Nottinghamshire, but you will be expected to visit our customer sites for meetings and site walkovers within the UK and Ireland as required and will require large amounts of travelling and may require staying away from home in hotels to meet our customer requirements</p>

<b>Approved by</b>	Neil Coulter	<b>Signature</b>	
<b>Date Approved</b>	18/03/2019	<b>Next Review</b>	18/03/2020

