**JOB DESCRIPTION AND PERSON SPECIFICATION**

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| **Job Title:** **Business Development Lead** | **Post No:** |
| **Salary: SCP 29 - 32** | **Location: Town Hall** |
| **Hours and Contract:** **Full Time** | |
| **Purpose of job:**  To drive growth, build strategic partnerships and expand the business and awareness of Kidderminster Town Hall.  Identify new business opportunities, fostering client relationships whilst maintaining a balanced programme of events and activities.  Responsible, for producing and delivering an ongoing business plan. Monitoring performance and quality and ensuring income targets are delivered. | |
| **Reporting Relationships to other posts:**  This post will report to the Town Hall Manager.  This post will have line management of the Events & Business Executive  This post will have line management of the Marketing & Box Office Coordinator | |
| **Main Duties and Responsibilities**   * **Business Growth & Strategy:**   + Identify, assess, and develop new business opportunities to drive revenue growth.   + Analyse market trends, competitor activities   + Create and implement business development plans aligned with organizational goals. * **Client Relationship Management:**   + Build and maintain strong relationships with clients, stakeholders, and industry partners.   + Act as the primary point of contact for key accounts and ensure client satisfaction. * **Partnership Development:**   + Establish strategic partnerships and alliances to enhance business development.   + Negotiate and finalize contracts, agreements, and business deals.   + Collaborate with cross-functional teams to align partnership initiatives. * **Market Research & Analysis:**   + Conduct thorough market research to identify new industry opportunities.   + Provide insights and recommendations to enhance business operations and services. * **Team Collaboration:**   + Work closely with marketing and operational teams to ensure seamless execution of business strategies. * Always Comply with the General Data Protection Regulations. * To carry out any other duties and responsibilities within the scope of the post this may be allocated from time to time by Senior Management * Comply with the General Data Protection Regulation at all times * This job description is not exhaustive and is subject to change * The post holder may be reasonably required to perform duties other than those given in the job description for the post. | |
| **Town Council - General Officer Requirements**  The post holder is required to contribute to the achievement of the Council’s objectives through:   * **Diversity and Inclusion** * Work to eliminate unlawful discrimination, harassment and victimisation and report incidents as they occur. * Treat everyone with dignity and respect and ensure individual’s needs are met. * Challenge inappropriate behaviour and language constructively. * **Health and Safety** * To operate with due regard to the Council’s policies, procedures and guidance and undertake any health and safety training as appropriate. * Information security and governance * Manage information in line with the Council’s policies, procedures and guidance on Data Protection, GDPR, Freedom of Information, confidentiality, information security and sharing to ensure compliance and efficient and effective information governance. * **Safeguarding** * Maintain awareness of Council policies and practices regarding the safeguarding of children, young people and vulnerable adults who may be at risk. * Report concerns in accordance with corporate guidance and procedures. * **Customer Service** * When working for the Council, all employees are ambassadors of the Council and are expected to be courteous, helpful and professional when dealing with the public, the elected members of the Council and with colleagues. * **Climate Change** * Delivering energy conservation practices in line with the Council’s climate change strategy. * **Corporate Responsibility** * The postholder will be a part of the Council team and will be expected to support the Council’s Strategy and corporate objectives in all aspects of their work * **Team Working** * As the Town Council has a small workforce, there will be occasions when staff are required to support other sections within the Council in order to successfully deliver the Council’s events, services and functions. | |

**PERSON SPECIFICATION**

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| **Job Title:** Business Development Lead | |
| **CRITERIA** | **ESSENTIAL/ DESIRABLE** |
| **Education:**   * A degree or relevant management qualification or equivalent learning through professional experience. * 5 or more GCSEs including English and Maths (grade 5 -9 / A to C) or equivalent. | * Essential   Essential |
| **Experience:**   * A successful track record of delivering events, with a demonstrable and proven record of achievement. * Ability to manage and motivate staff. * Ability to develop and maintain good working relationships throughout the Council and with its stakeholders including partners. * Excellent communication skills with the ability to communicate at all levels verbally and in writing. * Act in a professional and competent manner at all times. * Use of booking management systems. * Contract management. | * Essential * Essential * Essential * Essential * Essential * Essential * Desirable |
| **Knowledge:**   * Detailed knowledge of legislation relevant to the post * In depth knowledge of venue management. * Detailed knowledge of change management with ability to lead teams and manage change effectively. * Ability to develop and maintain good working relationships throughout the Council and with its stakeholders including partners. * Excellent communication skills with the ability to communicate at all levels verbally and in writing. | * Essential * Essential * Essential * Essential * Essential |
| **Skills:**   * Strong IT skills * Versatile * Excellent verbal and written communication * Knowledge of bespoke booking & ticketing systems | * Essential * Essential * Essential |
| **Other:**   * This job includes duties that may require an element of physical effort and mobility on an occasional basis. To meet the needs of the service, the ability to undertake the full range of duties for the contracted hours will be required. * Ability to drive | Essential  Desirable |

**Date Prepared: March 2025**

**Revised:**