

JOB DESCRIPTION



Job Title:	Business Development Manager
Salary:	£30,000 (FTE pro rata)
Managed By:	Chief Executive
Contract Terms:	Fixed Term 24 months
Hours:	22.5 hours/week (0.6 FTE) Flexible hours
Location:	Happy City is Bristol based, we operate a flexible informal home working policy if desired

Background

Happy City is a UK charity with a big mission to 'make what matters count'. It offers a place-based model of change that puts the wellbeing of current and future generations centre stage. It develops and delivers awareness raising campaigns, wellbeing and new-economy training and new measures individual and societal of progress.

Happy City's measurement tools deliver a practical and achievable way to refocus the economy at a local scale. We have two main measurement tools - our [Thriving Places Index](#) (TPI) which measures the conditions needed for sustainable and equitable wellbeing in places and the [Happiness Pulse](#) (HP) and interactive tool to measure personal, organisational or community wellbeing. Our training and consultancy work helps support individuals and groups to improve their own wellbeing and crucially embed a culture of thriving into thinking, policies and actions. Together we offer a unique combination of measurement tools to diagnose wellbeing strengths and needs and training to grow the skills and leadership to make businesses, communities and whole regions thrive.

As our products gain recognition and our customer base builds, we are expanding our team to meet demand and further develop our work. We have delivered our work to date with a small core team. However, a combination of new Big Lottery funding and increasing commercial interest means we can now expand and appoint specialist people to key roles. It's an exciting time to be part of Happy City!

Job Summary:

We are looking for a dynamic and ambitious individual with marketing, sales, and customer relations experience who wants to use those skills to drive real change in society. You will work as part of the small leadership team to guide the expansion of our consultancy work across the

UK, and help grow our social enterprise. We need someone to help translate our pioneering tools and approaches into 'must have' items for businesses, communities and public bodies around the country. You will combine the gift of the gab with a passion and integrity that is hard to resist. You will bring together a bold and strategic vision with a really pragmatic approach to getting things done on a budget. You will be values driven and use that drive to help us deliver our ambitious impact targets through sales of our tools, training and consultancy services.

Key Responsibilities

- Lead our business development and sales activities, working to achieve ambitious social impact targets across all sectors
- Strengthen our business planning processes
- Identify and prioritise business opportunities and customer targets
- Undertake outreach activities targeted at and with potential customers (visits, networking)
- Build market recognition across public, private and community sectors for our tools, training and approach
- Develop our customer service processes to grow retention and referral
- Review, test and revise our pricing strategy and advise on new product development needs emerging from customer base
- Liaise closely with Training, Consultancy and Measurement staff around delivery of training and consultancy, supporting seamless experience for clients
- Train and support other staff to support the business development activity
- Work with our communications lead to develop and oversee sales and marketing materials and activities
- Plan and develop persuasive pitches and approaches
- Keep abreast of market conditions and developments
- Prepare monthly sales information and forecasts
- Prepare monthly sales and pipeline reports
- Oversee the CRM development and maintenance
- Contribute to the overall development and direction of Happy City

PERSON SPECIFICATION

Post: Business Development & Training Manager

Factor	Essential	Desirable
Qualifications		<ul style="list-style-type: none"> ● Postgraduate qualification in business, management and/or marketing ● Relevant vocational training courses
Experience	<ul style="list-style-type: none"> ● Proven track record in business development and sales role ● Building positive customer relationships and sales partnerships ● Management of staff, volunteers and associates 	<ul style="list-style-type: none"> ● Working in wellbeing or new economics ● Working in dynamic SME or start-up environment ● Experience of Facilitation or Training delivery
Skills & Knowledge	<ul style="list-style-type: none"> ● Knowledge private sector market and one or both of public sector and third sector markets and commissioning ● Strong marketing writing and presentation skills ● Persuasive, versatile and fluent verbal communicator ● Excellent networker and natural connector 	<ul style="list-style-type: none"> ● Knowledge of wellbeing and/or new economics environment
Attitudes/ Personal Characteristics	<ul style="list-style-type: none"> ● A demonstrated commitment to high professional ethical standards and a diverse workplace ● Brilliant attention to detail ● Excellent organisational skills ● Excellent communication skills both verbal and written ● Ability to work effectively as a member of a team ● Good, independent judgement ● Flexible and adaptable approach ● Constructive attitude ● Ability to anticipate needs, use own initiative and proactively seek out solutions across the organisation ● Commitment to the organisation and its mission ● commitment to equity, diversity and inclusion ● Ability to think creatively, be proactive and solutions focused 	<ul style="list-style-type: none"> ● Willingness to speak their mind ● Nolan's seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership