

# Role Description

Position	
Role Title	Business Development Manager
Directorate	Business Development, Venues, Marketing & Comms
Department	Business Development
Pay	£30,495
Hours of Work / FTE	Full Time (35hrs)
Contract Type	Permanent
Reports To	Head of Business Development

## Principal Duties and Responsibilities

1. **Manage the operations of the Business Development department, in order to generate income for the Students' Union, including managing the merchandise operation.**
2. **Manage a team of part-time staff to deliver Business Development operations.**
3. **Support the Head of Department with identifying new opportunities for income generation, that maintain the Students' Unions core aims and values.**

## Key Tasks

- Deliver Business Development operations, including commercial events, venue bookings, advertising and activation sales, merchandise sales, and wider income generation activity.
- Oversee the full merchandise operation, including stock management, promotional planning with Marketing, and leading activation sales.
- Lead the operational delivery of major annual events, such as Freshers Week, Graduation and Varsity, ensuring events are staffed appropriately throughout the year.
- Organise and optimise departmental processes, improving day-to-day delivery through effective use of digital platforms and workflows.
- Coordinate departmental administration and communication, ensuring accurate bookings, invoicing, client delivery, and professional correspondence with promoters, clients, customers and students.
- Collaborate with internal departments such as Finance (income and expenditure tracking), Marketing (promotional opportunities), and Community Organising (student group venue bookings) to ensure smooth and effective delivery.
- To provide line management to the student staff team, allocating responsibilities, work planning and monitoring performance.
  - recruit, train, and supervise student staff through induction and ongoing day to day support
- Budgetary responsibilities delegated by the Head Business Development, relating to the Business Development Budget ensuring expenditure is within budget and operates within the agreed financial regulations and procedures.

- Plan, prioritise and organise workload of self and student staff team on a daily and monthly basis, being empowered to re-prioritise to deal with incoming tasks, but consulting when necessary.
- Demonstrate positive leadership through championing LBSU values.

Additional points:

- Occasionally, this role will be expected to work outside of core hours to fulfil its purpose, such as supporting the delivery of evening or weekend events or facilitating key Union events.

## Common Requirements for all Roles

- Play an active part in delivering key LBSU projects and events as directed.
- Perform other duties, commensurate with the grade and remit of the role.
- Have a commitment to your own and others' development and a willingness to undertake relevant training opportunities.
- Undertake Health and Safety duties and responsibilities appropriate to the post, always considering your own and others' health and safety.
- Work within the framework of the Union's Policies, Articles and Byelaws, ensuring that your work furthers the Union's core values and objectives.
- Act as a role model and create an environment which ensures all employees, visitors and contractors are treated fairly and with respect and professionalism.
- Embed sustainability into your working activities wherever possible.

## Person Specification

<b>KNOWLEDGE &amp; EXPERIENCE</b>	<p>Essential:</p> <ul style="list-style-type: none"> <li>• Experience coordinating or managing in at least one of these areas: merchandising/retail, advertising/media sales, live music events</li> <li>• Experience leading a team or project.</li> <li>• Experience working towards targets.</li> <li>• An understanding of the Business Development Department's function &amp; relationship with the rest of the Students' Union.</li> </ul> <p>Desirable:</p> <ul style="list-style-type: none"> <li>• Experience working with ticketing platform(s).</li> <li>• Experience working with Customer Relationship Management Software to track a client journey.</li> <li>• Experience of working or volunteering in a member-led organization.</li> <li>• Experiencing working in a commercial environment.</li> <li>• Experience training staff.</li> </ul>
<b>ABILITIES &amp; SKILLS</b>	<ul style="list-style-type: none"> <li>• Ability to provide good customer service for all stakeholders, and to be able to foster this attitude within a team.</li> </ul>

	<ul style="list-style-type: none"> <li>• Ability to take initiative whilst still seeking support where needed.</li> <li>• Ability to build, review and adapt processes for a whole team to work with.</li> <li>• Ability to present data and information for reporting.</li> <li>• Strong written and verbal communication skills, with the ability to be persuasive where necessary.</li> <li>• Proficient at the use of email and MS software such as Word and Excel.</li> <li>• Ability to attend campus as directed and in order to support the team, including during unsociable hours.</li> </ul>
<p><b>VALUES &amp; BEHAVIOURS</b></p>	<ul style="list-style-type: none"> <li>• A flexible, positive, and solution-focused attitude</li> <li>• Commitment to Leeds Beckett Students' Union's Mission, Vision and Values</li> <li>• Commitment to working as a proactive member of a team</li> <li>• Respect for the principles of client confidentiality</li> <li>• Commitment to the creation of an environment that promotes equality of opportunity whilst recognising and valuing diversity</li> <li>• Commitment to excellent standards of customer care</li> <li>• Commitment to working in a student-led, democratic environment</li> </ul>