

Role Description

Position	
Role Title	Business Development Assistant
Directorate	Business Development and Communications
Department	Business Development
Pay	Real Living Wage (£12.60 per hour)
Hours of Work / FTE	
Contract Type	Student
Reports To	Business Development Manager

Principal Duties and Responsibilities

1. Support the Business Development department with income generation through the sale of advertising media and any other income generation activity.
2. Identify potential clients and generate leads to target sales.
3. Complete administration for media sales generated through LBSU.

Key Tasks

- Identifying businesses that commit advertising budget to marketing to LBSU's audiences, such as the student body, staff and live events customers.
- Generating leads on identified businesses – sourcing contact information for targeted sales, and keeping a record of interaction.
- Completing general administration for sales including monitoring client booking completion, raising invoice requests, and ensuring full client delivery.
- Creating an internal record of media stock and asset information.
- Greeting and liaising with clients on site to ensure the success of brand activations.
- Liaising with the internal Marketing department to ensure coverage of brand activations and other digital promotions.
- Responding to enquiries through the departmental inboxes.

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	
KNOWLEDGE & EXPERIENCE	<ul style="list-style-type: none"> • Awareness of Leeds Beckett Students' Union's commercial activities on campus. • Experience in a role providing some level of customer service. • Knowledge of Leeds Beckett's campuses and buildings.
ABILITIES & SKILLS	<ul style="list-style-type: none"> • Ability to provide a good customer service experience for brands and agencies seeking to book advertising campaigns with LBSU. • Ability to take initiative whilst still seeking support where needed. • Strong written and verbal communication skills, with the ability to be persuasive where necessary. • Proficient at the use of email and MS software such as Word and Excel. • Ability to attend campus as directed to support with media sales activity such as brand activations.
VALUES & BEHAVIOURS	<ul style="list-style-type: none"> • A flexible, positive, and solution-focused attitude • Commitment to Leeds Beckett Students' Union's Mission, Vision and Values • Commitment to working as a proactive member of a team • Respect for the principles of client confidentiality • Commitment to the creation of an environment that promotes equality of opportunity whilst recognising and valuing diversity • Commitment to excellent standards of customer care • Commitment to work in a student-led, democratic environment