

## **Job Description – Swiftool Precision Engineering Ltd**

**Title:** Business Development Manager

**Reports to:** Managing Director.

### **Job purpose:**

Plan and prioritise sales activities and customer prospecting towards achieving agreed new business sales objectives for new business within the company's capacity against targets set, including costs, sales and productivity in the department. Maintain departmental KPIs. Develop new customer base for Aerospace sector whilst maintaining existing Oil and Gas and Nuclear customer contacts.

### **Key responsibilities and accountabilities:**

- Plan and manage SPE's business development portfolio within the UK and globally according to an agreed market development strategy.
- Communicate, liaise, and negotiate internally and externally using appropriate methods to facilitate the development of profitable business and sustainable relationships.
- Oversee the sales enquiry process by liaising with Sales and ensuring tenders are responded to and follow up accordingly.
- Represent SPE at customer meetings and relevant trade shows/conferences to build new business with new and existing customers.
- Plan, carry out and support marketing activities to agreed budgets and timescales to support the direct sales role and integrate personal sales efforts with other organised marketing activities.
- Qualify potential customers in line with the business strategy and manufacturing strengths. Maintain a pipeline of new potential business which is adequate to deliver new business sales targets.
- Develop and use customer and prospect contact systems and update relevant information held within.
- Maintain an appropriate CRM database of all existing and potential targets with a history of activity and details of the fit with SPE.
- Provide appropriate feedback of business activity with sales forecasts including visit and monthly reports.
- Attend the monthly management meetings.
- Monitor and report on market and competitor activities and provide relevant reports and intelligence that can influence strategy.
- Advise on new product opportunities.
- Provide project management, appropriate administration, budgeting, monitoring, reporting, communication and liaison as required.
- Self-development and continuing personal development.