

## Business Development Manager – Job Description

### Role Purpose:

To develop and execute plans to grow income in alignment with the business development strategy to contribute to the successful and sustainable growth of CPI. Developing opportunities by applying market knowledge and public funding insights, translating the offering to clients, and managing networks and stakeholder relationships internally and externally.

### Key Responsibilities:

- To execute plans to grow income in focus areas in alignment with CPI strategy and key target metrics.
- To develop sustainable collaborative partnerships (for example with companies, universities, innovation centres) to enable the effective delivery of the Business Unit's business development and technical strategies.
- To find new business opportunities by prospecting, such as through trade events and by contacting relevant companies; and by leveraging existing client relationships.
- To exploit networks (including public funding mechanisms) to enable efficient and proactive identification and prioritisation of project opportunities.
- To utilise the CPI CRM system to maintain an accurate up to date Sales Funnel.
- To prepare compelling project proposals briefs and quotes; where appropriate managing internal and external supporting resource; and closing the sale with the client.
- To support the translation of the technical capability offering to clients.
- To input to relevant business development data/reports to support various internal management activities (to include portfolio management, business performance) and external stakeholder reporting and monitoring (for example grant funding bodies).
- To ensure CPI support services are effectively engaged in BD activities.
- To ensure that all activities are in alignment with the CPI Health and Safety policy, and that personal safety training is up to date.

**Direct reports:** No direct reports

# Business Development Manager – Job Description

## Person specification

### Education / Qualifications:

Essential:	Desirable:
Educated to Degree level (or higher) in a Life Science or chemistry, with biology, biochemistry, microbiology, and biochemical engineering the preferred disciplines.	

Competencies and behaviours	
<b>Leadership (Influencing)</b> <ul style="list-style-type: none"> <li>Promotes commitment to CPI's strategy, vision, values, and direction.</li> <li>Motivates, inspires, and build resilience in others by making the vision shareable by everyone.</li> <li>Rewards and celebrates success with colleagues and teams.</li> <li>Future proofs work practices.</li> <li>Trusts others' judgment and demonstrates a willingness to try new things, even at the risk of failure.</li> </ul>	<b>Decision Making (Influencing)</b> <ul style="list-style-type: none"> <li>Confidently draws reliable conclusions from diverse and sometimes incomplete data.</li> <li>Proactively sources and refers to how others have tackled similar problems previously.</li> <li>Considers risks, and consequences, and takes accountability for, the impact the decision has on the business including costs/ benefits.</li> </ul>
<b>Communication (Influencing)</b> <ul style="list-style-type: none"> <li>Employs comfortably a wide range of communication styles and approaches to suit different situations and audiences (external and internal stakeholders) in diverse situations.</li> <li>Builds effective two-way communication channels within the business area and across departments whilst maintaining credibility and securing commitment.</li> </ul>	<b>Developing self and others (Influencing)</b> <ul style="list-style-type: none"> <li>Intervenes to address sources of lagging performance.</li> <li>Provides challenging and stretching tasks and assignments to develop others.</li> <li>Highly effective at supporting high performers and addressing underperformance through effective, constructive and open dialogue.</li> <li>Collects information on performance and evidence of behaviours, and uses it effectively to improve individual and team</li> </ul>
<b>Collaboration (Guiding)</b> <ul style="list-style-type: none"> <li>Displays a collaborative style in day-to-day working whilst motivating others to achieve optimal performance and results.</li> <li>Develops relationships which facilitate the resolution of complex tasks and can</li> </ul>	<b>Delivery (Guiding)</b> <ul style="list-style-type: none"> <li>Demonstrates the ability to prepare, gain approval of, refine and update business cases that justify the initiation of a project.</li> <li>Displays the ability to manage stakeholders, taking account of their</li> </ul>

## Business Development Manager – Job Description

<p>apply different techniques to effectively mitigate any conflict.</p> <ul style="list-style-type: none"> <li>• Can negotiate skilfully in tough situations with all stakeholders.</li> </ul>	<p>levels of influence and particular interests.</p> <ul style="list-style-type: none"> <li>• Ensures actions and decisions within the team are aligned with CPI's priorities.</li> <li>• Anticipates how team objectives must adapt and stretch to respond to change.</li> </ul>
--	---

### Knowledge and Experience:

Essential:	Desirable:
<ul style="list-style-type: none"> <li>• Working knowledge and broad experience of IT packages, particularly Outlook, Word, Excel, and PowerPoint.</li> <li>• Experience in a business development role in a technical organisation.</li> <li>• Have relevant industry experience.</li> <li>• A full UK driving licence.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of using a CRM system.</li> <li>• Have experience of leveraging public funding mechanisms to support R&amp;D and innovation.</li> </ul>