

Key Responsibilities

- Sales Plan and target achievement
- CRM System - data management, statistics and analysis
- Management reporting/Business Development (BD) dashboards & analytics
- Market Research and Competitor Analysis

Key Roles

- Sales Plan (Programme Timeline) and associated processes and targets
- Establish and optimise workflows to streamline BD, such as lead generation, client and partner engagement, and delegate handover
- Guru for internal CRM system - oversee the implementation and optimisation
- Track and report on BD activities, opportunities, and performance, ensuring accurate data capture and analysis via dashboards
- Conduct research and regular competitor analysis to stay up to date with industry trends, market opportunities, competitor offerings, and client demands
- Work with the BD Director to support the BD team
- Attend Esteem workshops as required

Critical Success Measures

- The BD team are performing effectively and agreed BD processes and practices are being adhered to
- There is a regular communication plan that is implemented to ensure we are keeping in contact with key industry partners and influencers
- Our CRM system is fit for purpose, being utilised effectively and able to produce accurate data and reports
- The Board receive regular performance reports, highlighting opportunities for operational improvements and growth
- We are abreast of competitors strategy, emerging trends in the Construction industry, market gaps, and are developing solutions that match clients' needs
- Working with the BD Director to ensure the BD team achieve the agreed Programme Timeline
- The BD team feel supported in their roles



Role Description

Business Development Coordinator

Revised March 25

Communication with the Team

- Quarterly Esteem Team Days
- Esteem Development Days
- Weekly, monthly and quarterly BD Meetings
- Pre Start Meetings
- Prepare for and attend quarterly performance reviews and agree and report on the progress against targets (post-probation)
- Provide input into colleague performance reviews when required

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|---------------------------------|------------------------------|
| Date Agreed: _____ | |
| Employee Printed Name: _____ | Employee Signature: _____ |
| Director Printed Name: _____ | Director Signature: _____ |