

JOB DESCRIPTION

Job Title:	Business Development Manager
Salary:	£30,000 per annum
Hours:	40 hours per week
Job Location:	Sunderland Software Centre
Responsible to:	Chief Operating Officer
Responsible for:	Communications & Marketing Executive Commercial Executive

Purpose of Job:

1. Under the direction of the Chief Operating Officer to have responsibility for the development and delivery of the Business Development Programme that includes Sales, Marketing and Relationship Management and contribute to the development of new events and activity.

Principal Responsibilities

2. To bring specialist knowledge, skills and experience to bear in the development and delivery of the Business Development Programme
3. To lead and manage all appropriate staff and contracts in line with relevant company policies and procedures
4. To actively contribute to the formulation and implementation of relevant strategies and programmes that will influence and contribute to the development of Sunderland Live.
5. To identify income generation opportunities that can support core and future programme and prepare proposals.
6. To ensure robust mechanisms are in place to monitor performance and the impact of events and ensure appropriate consultation takes place to inform the planning and delivery of events.
7. To maintain financial information and budgetary control in line with current company policies and procedures.

8. To develop robust targets in conjunction with the Chief Operating Officer that the Business Development programme and staff can be measured against.
9. To work with the Head of Event Development, Programme Development Manager and Creative Development Manager to ensure that all festivals and events are marketed appropriately and effectively and with due regard to audience development.
10. To provide reports, correspondence, presentations and other written documentation as appropriate.
11. To ensure sponsorship opportunities are pursued and all potential income streams are maximised.
12. To contribute to the development and delivery of the aims and objectives of Sunderland Live.

General

13. To work as a member of Sunderland Live and contribute to the overall development and delivery of its aims, strategies, joint programmes, evaluation and marketing activities.
14. To recruit, manage and support the development of staff and/or contractors as/when required and in line with Sunderland Live policies.
15. To undertake the production and administration of reports and correspondence as required.
16. To utilise and maintain effective internal and external reporting and communication systems.
17. To represent the Chief Operating Officer and/or Head of Event Development at meetings or events as required.
18. To undertake any other duties commensurate with the salary as may be required.

You must act in compliance with data protection principles in respecting the privacy of personal information held by the Company.

You must act in compliance with the principles of the Freedom of Information Act 2000 in relation to the management of Company records and information, including information held in electronic systems.

You must carry out their duties with full regard to the Company's Equal Opportunities Policy, Code of Conduct and all other Company Policies.

You must comply with the Company's Health and Safety rules and regulations and with Health and Safety legislation.

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